

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID46233
Project Name	Transfer Learning-Based Classification of Poultry Diseases for Enhanced Health Management
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Empathy Map

Empathy map canvas

Here's an **Empathy Map Canvas** tailored to your project: **"Transfer Learning-Based Classification of Poultry Diseases for Enhanced Health Management"**

Originally created by Chris Gray at [UX Labs](#)

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GOAL

What do they **THINK** and **FEEL**?

What do they HEAR?

- "Veterinary help is expensive or far."
- "The disease wiped out half my flock."
- "You can't trust those online solutions."

What do they DO?

- Ask neighbors or local vets for help.
- Try traditional methods or guesswork.
- Complain about loss and lack of support.

What do they SEE?

- Other farmers facing similar problems.
- Others in veterinary visits.
- Limited focus on knowledge for proper disease detection.

What do they SAY?

- Ask neighbors or local vets for help.
- Try traditional methods or guesswork.
- Complain about loss and lack of support.

What do they THINK and FEEL?

PAINS

- High poultry mortality rate due to late diagnosis.
- Loss of income and resources.
- Lack of access to timely, expert help.

GAINS

- A fast, affordable, and accurate tool to detect diseases.
- Peace of mind through early intervention.
- Improved productivity and profitability.

What other thoughts and feelings might influence their behavior?

Need some inspiration?

See a real example of this canvas in action and get more ideas.

[Open example](#)

Example: Empathy of the Transfer Learning-Based Classification of Poultry Diseases
for Enhanced Health Management

The empathy map for this project focuses primarily on poultry farmers, particularly those in rural or low-resource settings. These individuals often struggle with the early detection of poultry diseases due to limited access to veterinary services and diagnostic tools. They feel anxious and helpless when disease outbreaks occur, leading to major losses in income and flock health. Farmers often rely on guesswork or delayed professional help, which makes timely intervention difficult. By understanding their pain points and goals, this project aims to empower them with an AI-based tool that provides fast, affordable, and accurate disease diagnosis—ultimately improving productivity and peace of mind.

In this project, we empathize primarily with poultry farmers and rural livestock health workers who face serious challenges in managing poultry health. These individuals often lack access to timely veterinary support and affordable diagnostic tools, leaving them vulnerable to disease outbreaks. They constantly worry about the health of their flocks and the financial consequences of undiagnosed illnesses. Farmers typically rely on word-of-mouth advice, traditional methods, or delayed veterinary help, which often leads to poor outcomes. They see other farmers facing similar struggles and hear about better technologies but feel those are too expensive or out of reach. Their biggest pain points include high poultry mortality, financial loss, and lack of reliable support. What they truly need is a fast, easy-to-use, and cost-effective solution that helps them detect diseases early—giving them peace of mind and protecting their livelihood.