IdeationPhase
Empathize&Discover

Date	15 june 2025
TeamID	LTVIP2025TMID43877
ProjectName	GrainPaletteADeepLearningOdysseyInRice TypeClassificationThroughTransferLearning
MaximumMarks	4Marks

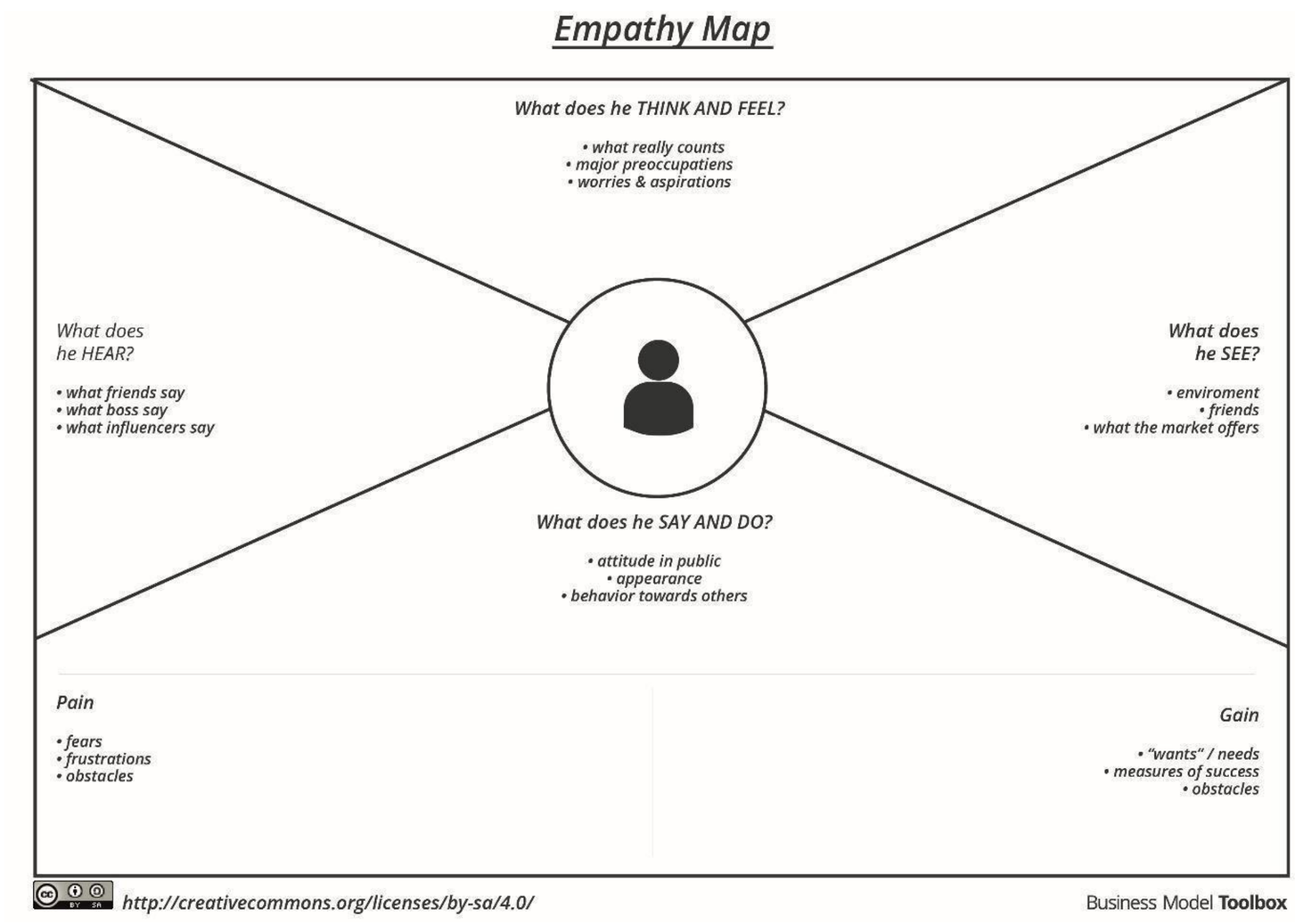
EmpathyMapCanvas:

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

Itisausefultooltohelpsteamsbetterunderstandtheirusers.

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

Example:



Reference:https://www.mural.co/templates/empathy-map-canvas

Developsharedunderstandingandempathy

Summarizethedatayouhavegatheredrelatedtothepeoplethatare impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

WHOareweempathizingwith?

Wewanttounderstandfarmersneedingtoidentifyricetypes,andalsoagriculture scientists and home gardeners.
Theyneedtoidentifyricetypesforpropercultivationbutlackaffordableexperthelp and quick methods.
Theirroleistosuccessfullygrowriceorstudyit,andricetypeidentificationisakey step for them.

GOAL

WhatdotheyneedtoDO?

Theyneedtomoveawayfromslowmanualchecksandcostlyexpert consultationsforriceidentification.
Theyneedtoaccuratelyandquicklyidentifyricetypestooptimizefarmingand researchpractices.
They needtodecideonthecorrect ricetypetodeterminewater,manure,and cultivationmethods.
Successisseeninimprovedyields,efficientresearch,reducedcosts,andeasy ricetypeidentification.

WhatdotheyHEAR?

Theyhearthataccuratericeidentificationiskeyforgoodharvests,but expert help is costly.
Friends share experiences on rice types, farming challenges, and sometimes costly expert advice.
Colleagues discuss the importance of rice classification, and explore new tech like AI in agriculture.
They hear about AI in farming, new rice varieties, and the need for modern agriculture solutions.

WhatdotheyTHINKandFEEL?

PAINS

They fear crop failure due to incorrect rice type identification, are frustrated by costly expert fees and slow manual methods, and feel anxious about yield and income.

GAINS

They want easy, affordable, and accurate rice type identification to improve yields, reduce costs, and achieve better harvests and research outcomes.

Theymightfeelhopefulabouttechnologyimprovingtheirwork,yetalso skeptical about AI accuracy and concerned about the initial learning curve and tech access.

WhatdotheySEE?

Theyseevariousricetypes,fluctuatingprices,expensiveexpertservices, andemergingtechinagriculture.
Theyseedifferentricepaddies/fields,varyingricegrainappearances,and maybe plant diseases or growth issues.
Theyseeotherfarmersusingtraditionalmethods,someadoptingnew tech, and experts giving costly consultations.
Theywatchagriculturepro grams,readfarmingmagazines/websites,and mayberesearchpapersonriceandAI.

WhatdotheySAY?

"Identifying rice types is crucial but expensive," "Expert advice is hard to access," "Manual checks are time-consuming.""This GrainPalette app is a game-changer!", "Finally, rice ID is easy and affordable!", "My yields will improve!".

WhatdotheyDO?

Today,theymanuallyinspectricegrains,consultexperts,orusetraditional,time- consuming methods for rice identification.
We observe them seeking advice, spending time on manual checks, and sometimes facing uncertainty about rice types.
Weimaginethemquicklyuploadingriceimagestо GrainPalette,gettinginstant ricetypepredictions,andoptimizingtheirpractices.