**Ideation Phase**

**Empathize & Discover**

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| Date | 20 June 2025 |
| Team IDLTVIP2025TMID45505 | LTVIP2025TMID45505 |
| Project Name | CleanTech: Transforming Waste Management with Transfer Learning |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

User: City waste handlers, sorting facility operators, and municipal supervisors

Goals: Accurately classify and segregate waste to reduce landfill load and improve recycling

Tasks: Collecting, scanning, identifying waste; sorting into correct bins; reporting outcomes

Pains: Manual sorting errors, lack of time, pressure to meet sustainability targets, ambiguity in packaging

Gains: An AI-powered image classifier that identifies waste types quickly and accurately from images

**Example:**

Diagram

Description automatically generated

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

**Example: Food Ordering & Delivery Application**

Diagram

Description automatically generated