**Ideation Phase**

**Empathize & Discover**

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| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID59386 |
| 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 helps 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:**

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| THINKS & FEELS |

| - Worried about birds |

| - Wants early detection |

| - Feels helpless |

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| SEES | | HEARS |

| - Sick chickens | | - "Call a vet" |

| - No vet nearby | | - "Too late now" |

| - Confusing signs| | - "Looks like ND"|

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| 🧑 Farmer |

| (Main User Image) |

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| SAYS & DOES | | PAINS |

| - "What disease?"| | - Birds dying |

| - Uses remedies | | - No quick help |

| - Shares photos | | - Vet is costly |

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| GAINS |

| - App gives early result |

| - Saves birds and money |

| - Feels confident |

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

**Example: Food Ordering & Delivery Application**

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| THINK & FEEL | SEE |

| | |

| - Worried about disease | - Images of poultry |

| impact and losses | - Clear disease labels |

| - Hopes for accurate | - Simple, clean UI |

| and fast diagnosis | - Alerts/warnings |

| - Wants easy app use | - Instructions on screen |

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| HEAR | SAY & DO |

| | |

| - Vet & expert advice | - Upload poultry images |

| - Notifications about | - Follow app guidance |

| outbreaks | - Share results |

| - Peer farmer feedback | - Take treatment actions |

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