Ideation Phase

Empathize & Discover

Date	15 JUNE 2025
Team ID	LTVIP2025TMID41750
Project Name	Transfer learning-based classification of poultry diseases for enhanced health management
Maximum Marks	4 Marks

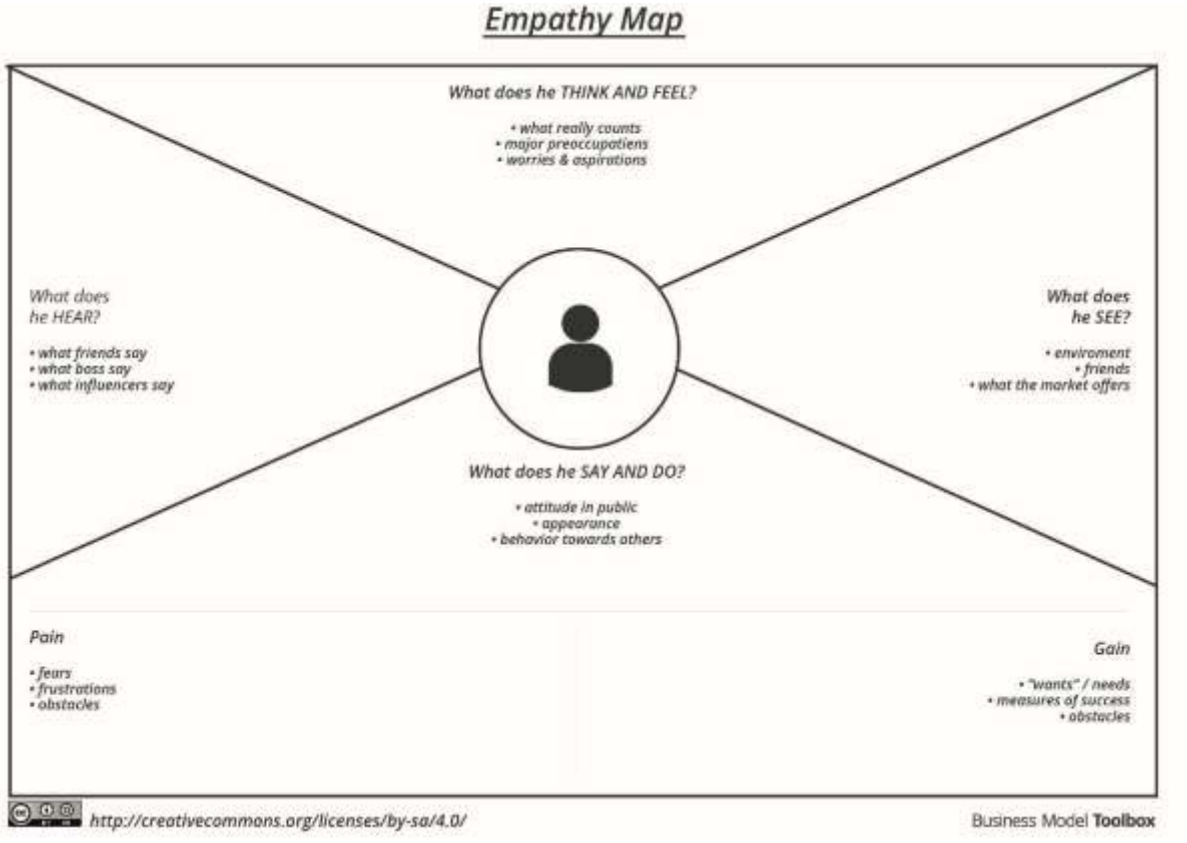
Empathy Map Canvas:

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:



Transfer learning-based classification of poultry diseases for enhanced health management

🤦 Who is the user?

Primary User: Rural Poultry Farmers
Secondary Users: Veterinary Health Officers, AgriTech Startups

THINKS • "How do I know if my chickens are sick before it spreads?" • "I don't understand complex tech – is it easy to use?" • "Is this information accurate enough to trust?"	**SAYS** • "I can't afford to lose my flock again like last year." • "Vet visits are too late and too expensive." • "If only I had early warnings or faster diagnosis
SEES • Traditional disease detection methods are manual and slow. • Government vet centers are far or unresponsive. • Other farmers losing livestock and income	**DOES** • Takes photos of sick chickens (if guided). • Tries home remedies or waits until symptoms worsen. • Sometimes reaches out to agri-departments or Google.
HEARS • From other farmers: "There's a new AI tool that detects diseases." • Local agri-officer: "Digital solutions are becoming available." • NGOs or startups promoting AgriTech solutions	**FEELS** • Frustrated by delayed or missed disease detection. • Helpless when livestock fall sick. • Hopeful about new solutions that are easy to use.
PAINS • Delayed detection → huge economic loss. • Lack of veterinary access in remote areas. • Limited digital literacy for complex tools	**GAINS** • Early detection → preventive care → reduced loss. • Accessible via mobile device or simple web interface. • Faster decisions → economic stability for the family