

Empathize & Discover

Date: 27 June 2025

Team ID: LTVIP2025TMID33796

Project Name: Enchanted Wings: Marvels of Butterfly Species

Maximum Marks: 4 Marks

Empathy Map Canvas

Enchanted Wings uses transfer learning to classify 6499 images across 75 butterfly species, supporting biodiversity monitoring, ecological research, and citizen science. This empathy map captures the behaviors, attitudes, goals, and challenges of users to design a user-centered butterfly identification system.

User: Citizen Scientist

- **Who are they?**
Enthusiastic individuals, often non-experts, passionate about nature, conservation, and contributing to scientific research through butterfly identification.
- **What do they think and feel?**
 - Excited to learn about butterflies and contribute to conservation.
 - Frustrated by difficulty in identifying species accurately.
 - Motivated to make a meaningful impact but worried about lacking expertise.
- **What do they see?**
 - Butterflies in local parks, gardens, or nature reserves.
 - Complex field guides or apps with technical interfaces.
 - Social media posts about biodiversity and citizen science initiatives.
- **What do they say and do?**
 - Share photos of butterflies with friends or online communities.
 - Express interest in easy-to-use tools for species identification.
 - Participate in local nature events or citizen science projects.
- **What do they hear?**
 - Stories of declining butterfly populations and conservation needs.
 - Recommendations for apps or tools from fellow enthusiasts.
 - Educational content from environmental organizations or workshops.

- **Pains**

- Lack of accessible, user-friendly tools for accurate identification.
- Time-consuming manual identification processes.
- Feeling disconnected from scientific research due to technical barriers.

- **Gains**

- Quick, accurate butterfly identification via a mobile app.
- Educational content to deepen understanding of butterfly ecology.
- Ability to contribute to global biodiversity databases, feeling impactful.