Ideation Phase
Empathize & Discover

Date	27th june 2025
Team ID	LTVIP2025TMID42332
Project Name	*Enchanted Wings: Marvels of Butterfly Species*
Maximum Marks	4 Marks

Empathy Map Canvas – Enchanted Wings: Marvels of Butterfly Species

Purpose: To deeply understand our target users — biologists, researchers, educators, and butterfly enthusiasts — and design a user-centered AI solution for butterfly species recognition.

THINKS

- "Can this model distinguish between rare or lookalike butterfly species?"
- "Will the predictions be reliable even in different lighting or blurry images?"
- "How can this help me in real-time fieldwork or conservation documentation?"

Insight: They are focused on accuracy, performance under uncertainty, and real-world application.

SAYS

- "I want a simple tool that works — just upload and get the result."
- "It's frustrating when tools are too technical or need constant internet."
- "This would be so useful during nature walks and research trips."

Insight: Simplicity, ease of use, and offline capability matter most.

FEELS

- Excited when predictions are accurate and fast.
- Frustrated by technical barriers or misclassifications.
- Inspired to use technology to preserve butterfly diversity.
- Curious about how the AI interprets color and wing patterns.

Insight: Emotional investment in nature and species drives adoption and trust.

DOES

- Captures butterfly images in natural habitats or field trips.
- Uses classification tools for research, teaching, or documentation.
- Manually compares species traits when digital help is unavailable.
- Shares discoveries with peers or on conservation platforms.

Insight: They are active, field-based, and rely on mobile-accessible tools.

PAINS

- Misidentification due to similar wing shapes or colors.
- Lack of intuitive platforms for non-technical users.
- Low confidence in predictions for unseen backgrounds.
- Difficulties in tracking and revisiting past predictions.

GAINS

- Accurate species classification with visual and textual output.
- Quick, user-friendly predictions in the field.
- Offline functionality for remote areas.
- Opportunity to log predictions and revisit historical data.

Summary:
This empathy map guided us to build an inclusive, accurate, and intuitive tool — not just for technology's sake, but for real users who love and study butterflies. Their challenges inspired the features; their dreams shaped the design.