**Ideation Phase**

**Empathize & Discover**

| Date | 27th june 2025 |
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| 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.