# Ideation Phase Empathize & Discover

Date	3o June 2025
Team ID	LTVIP2025TMID38674
Project Name	GrainPalette - A Deep Learning Odyssey In Rice Type Classification Through Transfer Learning
Maximum Marks	4 Marks

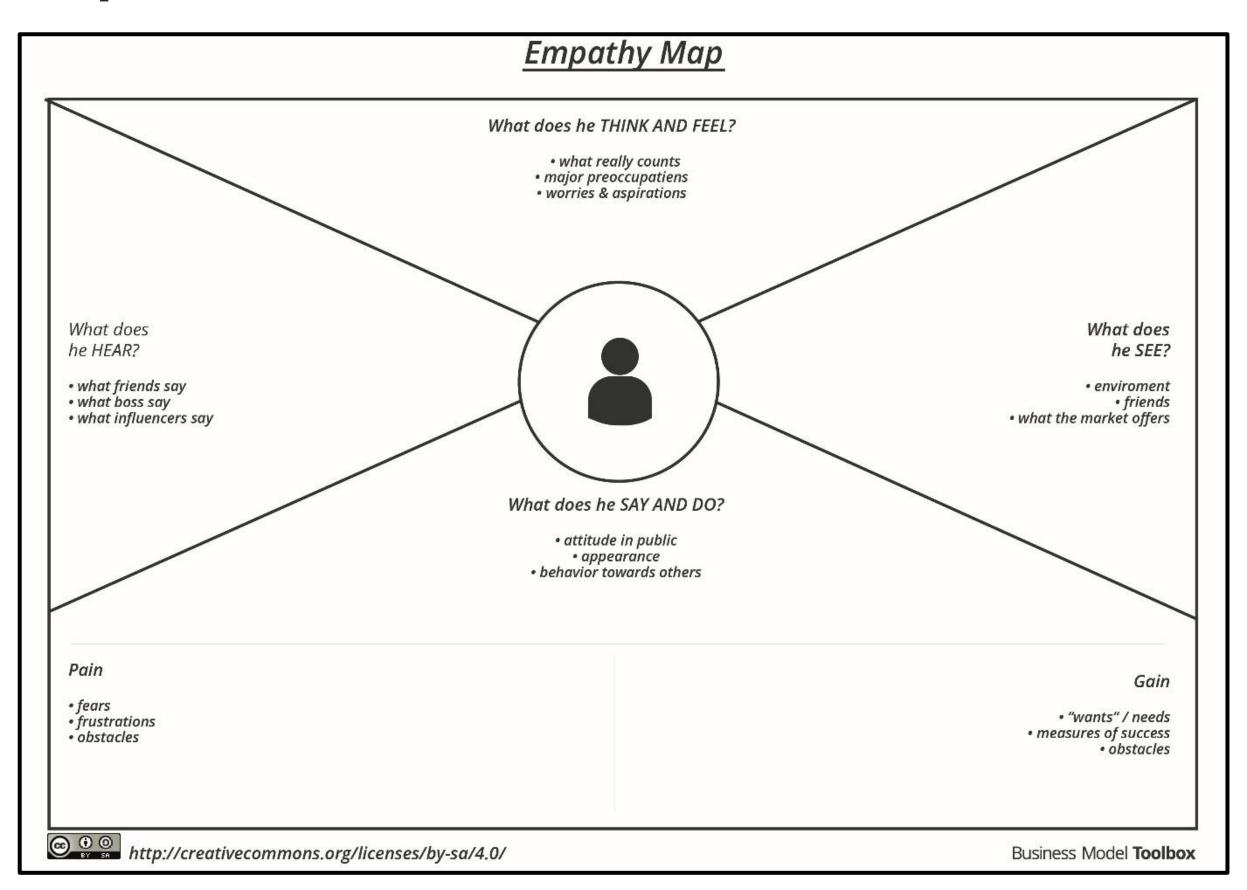
### **Empathy Map Canvas:**

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:



#### I'm hungry, Why don't they What should I What this Doesn't want but I don't have Annoying provide dish look like? frozen food eat today? time to go card payment downstairs **Think & Feel** Don't forget Only Menu without There are many to prepare cash payment food photos food selections your cash option See Hear Driver Only It looks doesn't have cash payment like..... enough changes option Say & Do I don't have Go downstair Spend 30 mins Looking for I couldn't to pick up food enough cash scolling and food that find food and pay the with me quit at the end matches interest that I want driver in cash right now Pain Gain Hard to Looking for Uncomfortable Comfortable find their food that Accuracy paying cash food interests matches interest

## **Example: Food Ordering & Delivery Application**