**Ideation Phase**

**Empathize & Discover**

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| Date | 31 JANUARY 2025 |
| Team ID | PNT2022TMIDxxxxxx |
| Project Name | Project - xxx |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas**

**Target User:** Fashion Designer / Textile Quality Analyst / Interior Designer  
**Goal:** Automate the identification and classification of fabric patterns using deep learning.

**What do they SEE?**

* A wide variety of complex fabric patterns (floral, geometric, striped, etc.)
* Unlabeled or inconsistently tagged fabric samples
* Colleagues doing manual pattern recognition and tagging
* Disorganized pattern databases or physical swatch books
* Inconsistent results from manual quality control

**What do they HEAR?**

* “This pattern looks similar to another—are they tagged the same?”
* “We need faster turnarounds in pattern selection and QC.”
* “Clients are unhappy with mismatched or inconsistent designs.”
* “Why wasn’t the defect in the pattern noticed earlier?”
* “There’s no easy way to find this pattern again.”

**What do they THINK and FEEL?**

* Concerned about time wasted in repetitive manual tasks
* Frustrated with errors in fabric categorization
* Confused when similar patterns are tagged differently
* Worried about missing subtle defects in large batches
* Excited by the idea of intelligent, automated tools

**What do they SAY and DO?**

* “It’s hard to keep things organized without a standard system.”
* “I wish there was a faster way to find or verify patterns.”
* “This process takes too much time—especially with tight deadlines.”
* Use workarounds like spreadsheets, printouts, or verbal references
* Spend time double-checking or re-labeling fabrics

**PAINS**

* Manual classification is time-consuming and error-prone
* Difficulty identifying defects in complex patterns
* No centralized system for pattern recognition or tagging
* Repetition leads to inefficiency and fatigue
* Risk of client dissatisfaction due to mismatches or poor quality control

**GAINS**

* Faster, automated pattern classification
* Improved accuracy in tagging and recognition
* Quick detection of irregularities in patterns
* Streamlined workflows in fashion, textiles, and interior design
* Centralized, searchable fabric database with standardized tags

### Example: ****User: Fashion Designer****

#### ****What does she THINK and FEEL?****

* “I care deeply about design accuracy and trend relevance.”
* She often worries about time wasted in organizing and classifying fabric swatches.
* She's excited about tech that could make her workflow faster, but skeptical if it’s reliable.
* Wants to stand out creatively but feels limited by tedious manual tasks.

#### ****What does she HEAR?****

* “AI is transforming the fashion industry.”
* “Other designers are automating their pattern recognition.”
* From her team: “We keep using the wrong fabric styles—it’s slowing production.”

#### ****What does she SEE?****

* Dozens of physical fabric swatches stacked unorganized in her studio.
* Excel sheets full of handwritten tags and mismatched pattern names.
* New designers using smart tools or AI platforms to cut time and improve results.

#### ****What does she SAY and DO?****

* “I don’t have time to sort through all of this.”
* Complains about miscommunication with suppliers over pattern types.
* Expresses interest in tech but doesn’t want it to feel too technical or hard to learn.
* Often asks interns or assistants to handle pattern sorting and tagging.

#### ****Pain****

* Wastes hours on manual tagging and swatch sorting.
* Risk of using the wrong pattern or repeating a design unintentionally.
* Difficulty matching new patterns with old references or past collections.

#### ****Gain****

* Wants a tool that can classify and tag patterns automatically.
* Desires an AI tool that visually recommends matching or trending patterns.
* Hopes to reduce manual effort and spend more time designing.