**Ideation Phase**

**Empathize & Discover**

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| --- | --- |
| Date | 19 June 2025 |
| Team ID | LTVIP2025TMID35466 |
| Project Name | Smart Sorting — Identifying Rotten Fruits and Vegetables Using Transfer Learning |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas**

Project: Smart Sorting — Identifying Rotten Fruits and Vegetables Using Transfer Learning

Purpose: Understand the real needs, feelings, and challenges of key users (e.g., farmers, vendors, sorting staff) in the agricultural produce handling and sorting process.

Reference: Inspired by MURAL Empathy Map Canvas (https://www.mural.co/templates/empathy-map-canvas)

**👤 USER:**

Primary User Persona:

Sorting staff / Farmer / Small-scale vendor involved in identifying and separating rotten produce from fresh stock manually.

**Empathy Map Canvas for Smart Sorting – Identifying Rotten Fruits and Vegetables Using Transfer Learning :**



