

## 2. Ideation Phase

### 2.2 Empathize & Discover

|               |  |
|---------------|--|
| Date          | 30 june 2025   |
| Team ID       | LTVIP2025TMID34162   |
| Project Name  | GrainPalette – A Deep Learning Odyssey in Rice Type Classification Through Transfer Learning |
| Maximum Marks | 4 Marks  |

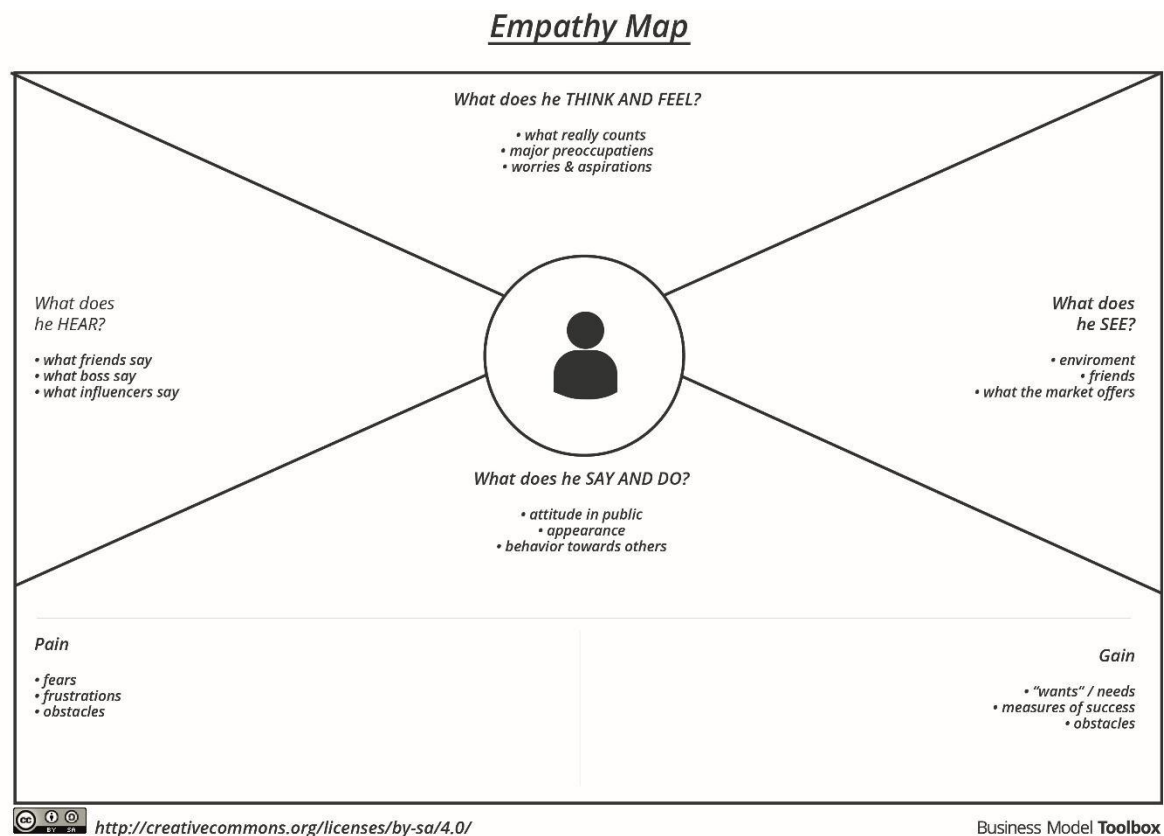
#### Empathy Map Canvas:

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 help 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:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

## Example: Rice classification

**USER: Small-scale Rice Farmer**

### Section Content (Example for GrainPalette)

**Says** "I can't tell which rice type is which just by looking."

**Thinks** "If I use wrong seeds, I may lose my entire season."

**Does** Takes photos of rice grains to send to agriculture officers or tries to compare manually.

**Feels** Confused, uncertain, worried about crop yield and income.

**Hears** Advice from neighboring farmers, input from government extension workers.

**Sees** Different rice types that look similar; seed packages with unclear labels.

**Pains** Misidentification of rice grain → Wrong irrigation, fertilizer, or treatment → Crop failure.

**Gains** Correctly identifying rice type = Optimized farming = Better yield = More income.

### **Goal of This Exercise:**

To **deeply understand** your end user so you can:

- Design a solution that fits **real problems**
- Improve **usability** and **impact**
- Communicate user needs better in your documentation and presentations