Ideation Phase
Empathize & Discover

Team ID	LTVIP2025TMID38189
Project Name	smart sorting: transfer learning for identifying rotten fruits and vegetables
Maximum Marks	4 Marks

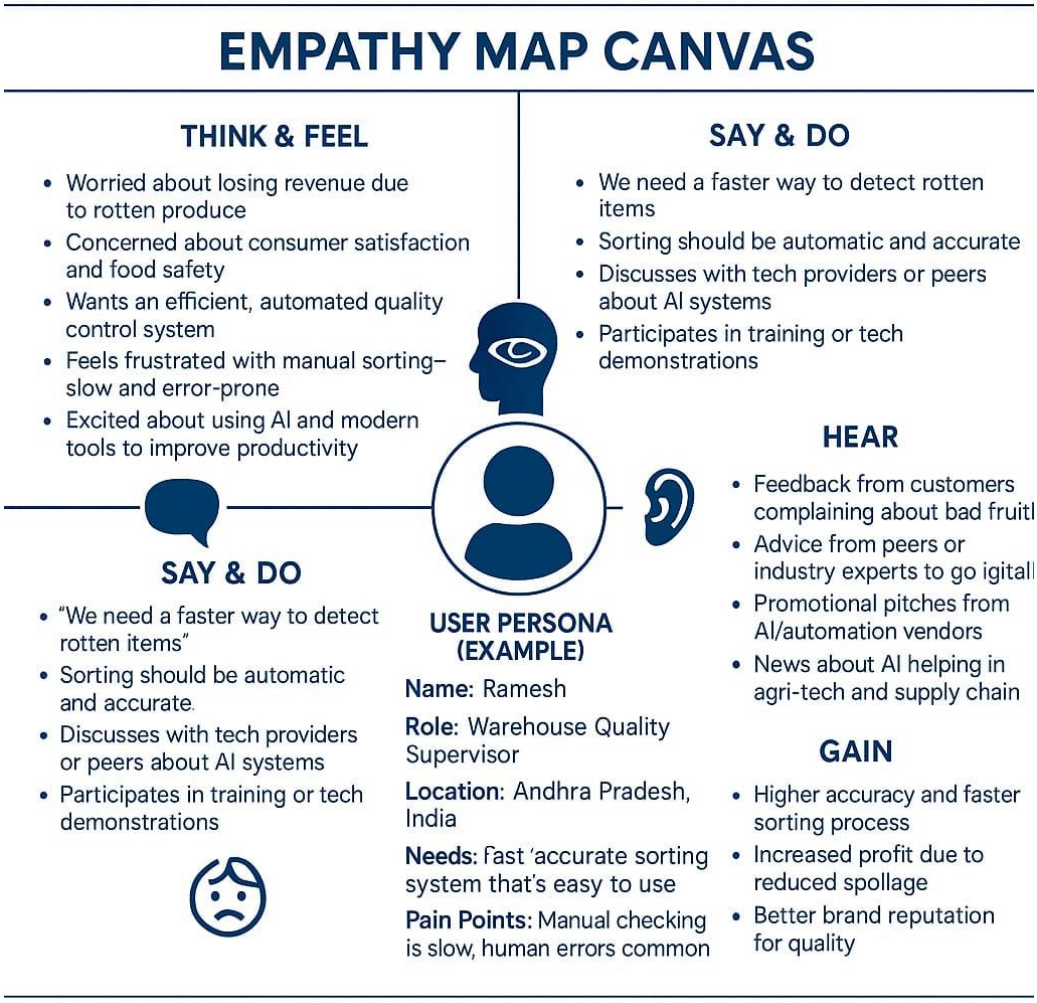
Empathy Map Canvas:

"Smart Sorting: Transfer Learning for Identifying Rotten Fruits and Vegetables"

This empathy map helps understand the end-user (such as farmers, quality control staff, warehouse managers, etc.) and design the system to meet their real needs.

- Worried about losing revenue due to rotten produce.
- Concerned about consumer satisfaction and food safety.
- Wants an efficient, automated quality control system.
- Feels frustrated with manual sorting—slow and error-prone.
- Excited about using AI and modern tools to improve productivity.

Example 1:



Example 2:

EMPATHY MAP CANVAS

THINK & FEEL

I need a better way to manage quality

Feels anxious about customer complaints

- Believes AI can improve sorting accuracy
- Concerned about operational costs
- Desires a reliable, tech-enabled solution

Smart Sorting: Transfer Learning for Identifying Rotten Fruits Fruits

- Sees spoiled items being shipped accidentaily
- Sees inconsistent results from human sorters
- Notices delays in identifying rotten produce

SAY & DO

- "Manual sorting is too slow
- "We should invest in AI tools"
- Tells staff to re-check corted batches
- Attends workshops or webinars on smart agri-tech

GAIN

- Real-time identification of rotten frults/vegetables
- Cost savings through les spollage and labor
- Consistent quality leading to better market trust
- Scalability and ease of training new staff on tech

PAIN

- Manual sorting is inefficient and error-prone
- High losses frorn undetected rotten produce
- Limited technical skis in team
- Fear of technology adoption failure

USER PERSONA

Meena Sharma

Role: Ouality Manager at a Cold Storage Facility

Location: Nashik, Maharashtra

Needs: Simple, accüraut system to detect spollage