# **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:

# **EMPATHY MAP CANVAS**

#### **THINK & FEEL**

- 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 sortingslow and error-prone
- Excited about using Al and modern tools to improve productivity

SAY & DO



rotten items" · Sorting should be automatic

"We need a faster way to detect

- and accurate. · Discusses with tech providers
- or peers about AI systems
- · Participates in training or tech demonstrations



#### **USER PERSONA** (EXAMPLE)

Name: Ramesh

Role: Warehouse Quality Supervisor

Location: Andhra Pradesh, India

Needs: fast 'accurate sorting system that's easy to use

Pain Points: Manual checking is slow, human errors common

#### SAY & DO

- We need a faster way to detect rotten items
- Sorting should be automatic and accurate
- Discusses with tech providers or peers about Al systems
- Participates in training or tech demonstrations

#### HEAR

- Feedback from customers complaining about bad fruitl
- Advice from peers or industry experts to go igital
- Promotional pitches from Al/automation vendors
- News about Al helping in agri-tech and supply chain

#### GAIN

- · Higher accuracy and faster sorting process
- Increased profit due to reduced spollage
- Better brand reputation for quality



# **EMPATHY MAP CANVAS**

### THINK & FEEL



I need a better way to manage quality Feels anxious about customer complaints

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

## SAY & DO -

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

#### PAIN

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

## Smart Sorting: Transfer Learning for Identifying Rotten Fruits Fruits

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

### 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

USER PERSONA new staff on tech

#### Meena Sharma

Role: Ouality Manager at a Cold Storage Facility

Location: Nashik, Maharashat a

Needs: Simple, accuraut system to detect spollage

