

Ideation Phase

Empathize & Discover

Date	4 June 2025
Team ID	LTVIP2025TMID33624
Project Name	Smart Sorting: Transfer Learning for Identifying Rotten Fruits and Vegetables
Maximum Marks	4 Marks

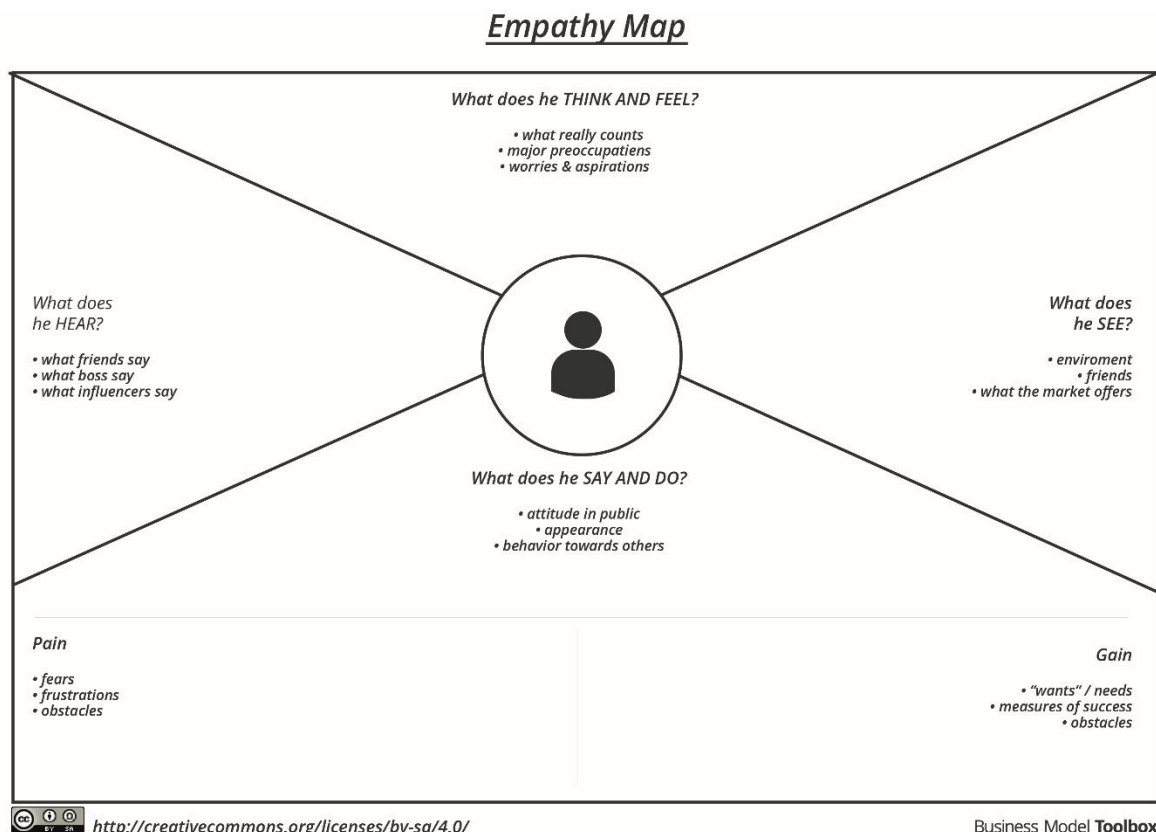
Empathy Map Canvas:

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:

Empathy Map: Smart Sorting User (e.g., Home Cook, Store Manager)

THINK & FEEL

- Is this fruit still fresh or starting to rot?
- I hope my kids don't eat spoiled food.
- I hate wasting food unnecessarily.
- What if this causes health issues?
- I wish identifying spoiled produce was easier.

SEE

- Fruits that *look okay* but may be spoiled inside
- Lack of clear visual indicators for rottenness
- Rotten items mixed with fresh ones at stores or in the fridge
- Confusing labels or packaging
- Spoilage even before the “best before” date

HEAR

- "That banana looks fine, just a little soft."
- "You should've used it yesterday!"
- "Store your fruits better next time."
- "Don't eat that, it smells weird!"
- "There's too much food waste every week."

SAY & DO

- Smells or squeezes fruits before deciding

- Googles “how to tell if a fruit is rotten”
- Throws away food to be on the safe side
- Buys fresh produce again unnecessarily
- Tries home remedies to preserve fruits longer

Pain

- Hard to visually identify rottenness
- Ends up wasting good food or consuming spoiled food
- Financial loss from discarding food
- Confusion on how to store different fruits/vegetables
- Health risk for family members

Gain

- Easy and accurate prediction of fruit freshness
- Reduces food waste
- Saves time, money, and effort
- Builds trust in kitchen or store operations
- Increases awareness of proper food storage practices

