Ideation Phase

Empathize & Discover

Date	20 July 2025
Team ID	LTVIP2025TMID41443
Project Name	Transfer Learning-Based Classification of Poultry Diseases for Enhanced Health Management
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 helps 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: Rural Poultry Farmer

Rural Poultry Farmer

Primary User Persona

THINK & FEEL	SEE
• Worried about the health of my birds and potential losses	• Sick birds showing symptoms like lethargy and diarrhea
• Frustrated by lack of immediate veterinary support	• Decreased egg production in laying hens
• Anxious about making wrong treatment decisions	• Other farmers in the community facing similar challenges
• Hopeful that technology can help solve my problems	• Limited access to modern diagnostic tools
• Concerned about the cost of treatments and medications	• Expensive veterinary services when available
• Proud of my farming heritage and want to continue successfully	• Mobile technology becoming more common in rural areas

SAY & DO

- "I need quick and reliable diagnosis for my birds"
- "Veterinary services are too far and expensive"
- Observes birds daily for any signs of illness
- Seeks advice from experienced farmers in community
- Uses traditional remedies when uncertain about treatment
- Documents symptoms and environmental conditions

HEAR

- Stories of disease outbreaks from neighboring farms
- Advice from fellow farmers about treatment methods
- Government announcements about poultry health guidelines
- Radio programs discussing modern farming techniques
- Family concerns about farm profitability and sustainability
- Success stories of technology adoption in agriculture

PAIN POINTS

- Delayed diagnosis leading to disease spread
- High mortality rates due to incorrect treatment
- Financial losses from reduced productivity
- Lack of confidence in making treatment decisions
- Limited access to professional veterinary consultation
- Difficulty in differentiating between similar diseases

GAINS & GOALS

- Quick and accurate disease diagnosis
- Immediate access to treatment recommendations
- Reduced bird mortality and improved flock health
- Increased confidence in health management decisions
- Enhanced farm productivity and profitability
- Peace of mind knowing birds are properly cared for