Empathy Map Canvas

**Ideation Phase Empathize & Discover**

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| --- | --- |
| **Date**  **Team ID**  **Project Name**  **Maximum Marks** | 20 July 2025  LTVIP2025TMID41443  Transfer Learning-Based Classification of Poultry Diseases for Enhanced  Health Management  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**

Worried about the health of my birds and

potential losses

Frustrated by lack of immediate veterinary

support

Anxious about making wrong treatment decisions

Hopeful that technology can help solve my

problems

Concerned about the cost of treatments and

medications

Proud of my farming heritage and want to

continue successfully

**SEE**

Sick birds showing symptoms like lethargy and

diarrhea

Decreased egg production in laying hens

Other farmers in the community facing similar

challenges

Limited access to modern diagnostic tools

Expensive veterinary services when available

Mobile technology becoming more common in

rural areas

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Empathy Map Canvas

**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

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