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MAXIMUM MARKS	4 MARKS

2.2 Empathy map canvas

In the ideation phase of the Dog Breed Identification using Transfer Learning project, an empathy map was developed to better understand the needs, behaviors, emotions, and challenges of potential users. The primary target users include pet owners, veterinarians, animal shelter staff, dog breeders, and general individuals who wish to identify dog breeds accurately. Understanding user perspectives helps in designing a system that is practical, user-friendly, and capable of addressing real-world problems effectively.

From the users' perspective, many individuals express uncertainty when trying to identify a dog's breed. They often say that it is difficult to determine the exact breed because many dogs share similar physical characteristics. Some users mention that the dog may appear to be a mixed breed, making identification even more complicated. In cases where breed information is required for medical, adoption, or registration purposes, users emphasize the importance of having accurate identification. They also express a desire for a simple and quick solution that does not require expert consultation.

Overall, the empathy map analysis clearly indicates that users require an accurate, reliable, and user-friendly dog breed identification system. By leveraging transfer learning and deep learning techniques, the proposed solution aims to address these user needs effectively.