3.0 PROCESS OF EMPHASIZE IN DT

Emphasize is a critical phase in the Design Thinking (DT) process for implementing AI in food quality control. This stage involves placing a strong emphasis on understanding the needs, desires, and challenges of all stakeholders involved in the project. In the context of implementing AI for quality control in food processing and packaging, it is imperative to comprehensively grasp the concerns and expectations of key players in the food industry.

One significant stakeholder in the agricultural sector of Malaysia is the Department of Agriculture Malaysia (DOA). The DOA plays a pivotal role in shaping the agricultural landscape of the country, with a primary focus on improving productivity, sustainability, and the overall quality of agricultural products. By involving the DOA in the Emphasize phase, the project gains valuable insights into the regulatory framework, industry standards, and specific challenges faced by farmers and food processors. This collaboration ensures that the AI solution aligns seamlessly with existing practices and regulations, facilitating a smoother integration into the food quality control ecosystem.

Through in-depth interviews, surveys, and workshops with stakeholders like the DOA, the project team gains a holistic understanding of the nuances and intricacies of food processing and packaging in Malaysia. This comprehensive insight allows for the development of a tailored AI solution that addresses specific pain points and enhances the quality control process. By actively involving key stakeholders, the project not only benefits from their expertise but also fosters a sense of ownership and commitment, which is crucial for the successful implementation of the AI system.

Furthermore, the Emphasize phase also extends to other stakeholders such as food processors, packaging manufacturers, and regulatory bodies. By engaging with these entities, the project team can uncover additional requirements, preferences, and concerns, ensuring that the final AI solution is not only effective in maintaining high-quality standards but also practical and user-friendly for those directly involved in the food processing and packaging processes.

In conclusion, the Emphasize phase in Design Thinking is instrumental in shaping the implementation of AI for food quality control. By actively involving key stakeholders like the Department of Agriculture Malaysia, the project gains invaluable insights into the specific needs

and challenges of the agricultural sector. This collaborative approach ensures that the AI solution is not only technically robust but also seamlessly integrates into the existing ecosystem, ultimately leading to a more effective and sustainable food quality control process in Malaysia.