**Ideation Phase**

**Empathize & Discover**

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| Date | 25 june 2025 |
| Team ID | LTVIP2025TMID45798 |
| 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. This exercise helps participants consider things from the user’s perspective along with their goals and challenges.

**For NutriGaze – Freshness Detection:**

* **User:**  
  Consumers, vegetable vendors, grocery store workers, farmers.
* **Says:**  
  “I need to know if this fruit or vegetable is fresh before using or selling it.”
* **Thinks:**  
  “If I sell or consume spoiled produce, it will lead to health issues or customer complaints.”
* **Does:**
  + Checks produce visually, by touch, and sometimes by smell.
  + Spends time manually sorting fresh vs. spoiled produce.
  + Often discards items unsure of freshness, causing waste.
* **Feels:**
  + Worried about health risks.
  + Anxious about selling bad produce.
  + Frustrated about wastage and financial losses.

**Goals:**

* Quickly identify freshness without manual inspection.
* Reduce wastage by confidently sorting produce.
* Ensure customer health and trust.
* Increase efficiency in grocery sorting and selling.

**Challenges:**

* Difficulty in visually detecting internal spoilage.
* Time-consuming manual checks.
* Lack of accessible tools for instant detection.
* Dependence on subjective judgment.