**Ideation Phase**

**Empathize & Discover**

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| Date | 23 June 2025 |
| Team ID | LTVIP2025TMID35088 |
| Project Name | **Enchanted Wings: Marvels of Butterfly Species** |
| Maximum Marks | 4 Marks |

**🦋 Empathy Map Canvas – Enhanced Wings**

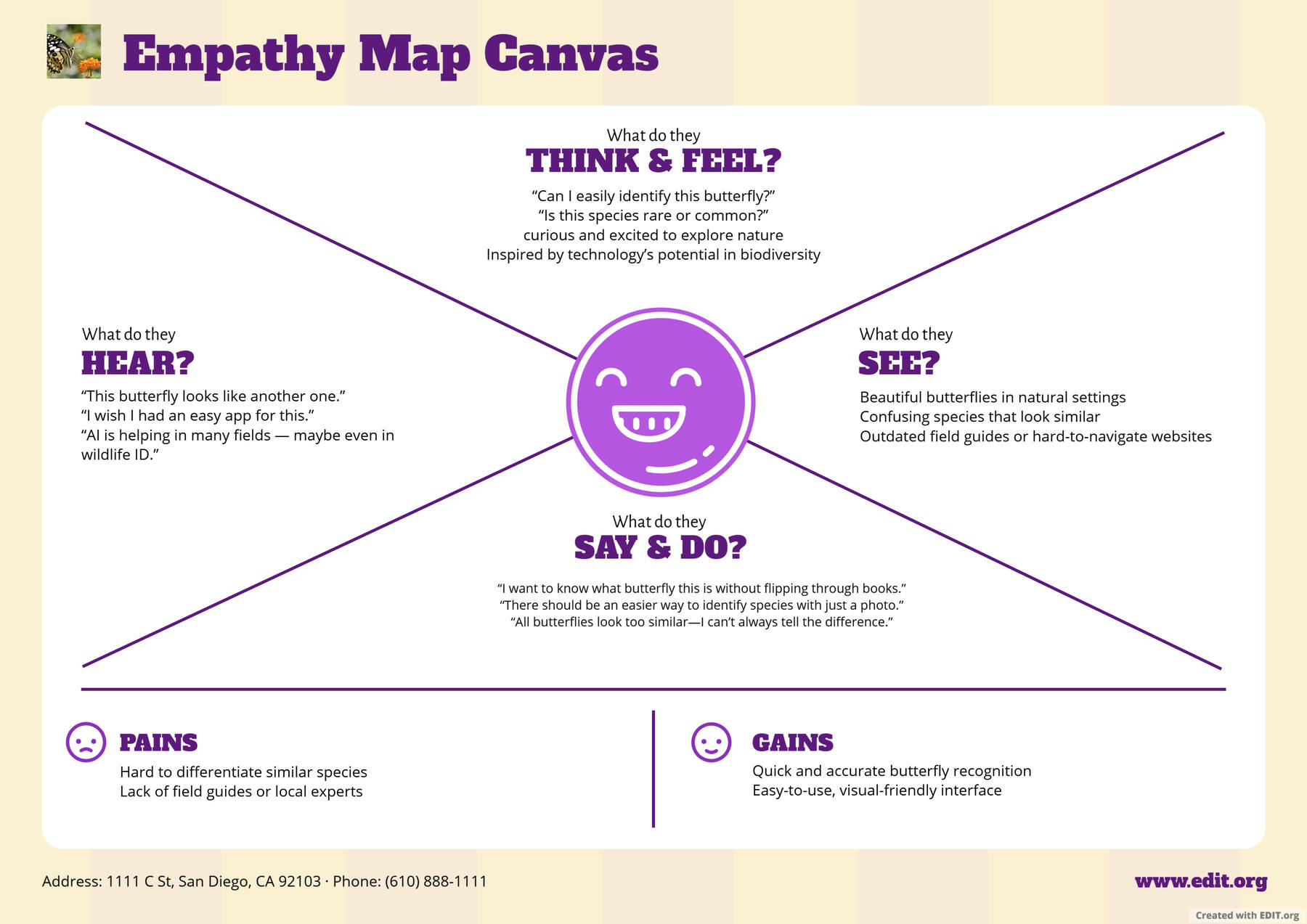
**To design an impactful solution for butterfly species identification, we created an empathy map for our primary users—biology students, researchers, conservationists, and nature enthusiasts. These users often say they need a fast, accurate, and accessible way to identify butterflies in the field or for educational purposes. They think about the challenges of manual species recognition, the potential of AI in simplifying biodiversity tracking, and the convenience of using technology to enhance ecological learning.**

**They see a growing interest in environmental conservation and citizen science, along with a lack of simple tools to support butterfly identification outside of textbooks or expert consultations. These users frequently hear about the use of AI in other areas like medical or plant identification, and express curiosity about its role in wildlife classification.**

**Their main pains include confusing visual similarities between butterfly species, limited access to entomological expertise, and the time-consuming nature of manual research. They seek gains like instant species prediction, confidence scores, beautiful interfaces, and an engaging experience that makes learning about butterflies enjoyable and accurate.**

**Our project, Enhanced Wings, addresses these needs by offering an intelligent, deep learning–powered web application that classifies butterfly species from images, enabling users to explore nature through technology and promoting both ecological awareness and AI literacy.**

**Examples:**

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