Ideation Phase
Empathize & Discover

Date	26 June 2025
Team ID	LTVIP2025TMID59414
Project Name	Smart Sorting: Transfer learning for rotten fruits and vegetables
Maximum Marks	4 Marks

Empathy Map Canvas:

Target User: Food Quality Control Personnel

SAYS	**THINKS**
• We need faster ways to check the produce quality	• Worried about food safety and customer satisfaction
• Manual sorting is too slow and expensive	• Concerned about operational efficiency and costs
• We lose money when bad produce reaches customers	• Seeking reliable technology solutions
• We need consistent quality standards	• Considering competitive advantages through automation

DOES	**FEELS**
• Manual inspects produce for quality	• Frustrated with current manual processes
• Relies on visual and tactical assessment	• Anxious about food safety responsibilities
• Implements time-consuming sorting processes	• Excited about potential automation benefits
• Seek technological solutions to improve the efficiency	• Concerned about implementation costs and complexity

Pain Points:

- Time consuming manual inspection processes
- Inconsistent quality assessment results
- High labour costs for quality control
- Risk of human error in detection

Gain Points:

- Automated quality assessment
- Consistent and reliable results
- Reduced operational costs
- Improved food safety standards