

## EMPATHY MAP CANVAS

**Team ID:** LTVIP2025TMID42969

**Location:** Ongole, Andhra Pradesh

**Date:** June 2025

**Team Members:** M. Karthik Reddy, P. Srinivasa Kalyan

**Target User:** Small-Scale Poultry Farmer (Ongole Region)

**Persona:** Ravi Kumar, 45 years old, 500-bird poultry farm owner

EMPATHY MAP	
WHAT THEY SAY	WHAT THEY THINK
WHAT THEY DO	WHAT THEY FEEL

### WHAT THEY SAY

#### Quotes from farmer interviews:

- "I can't tell if my birds are sick until it's too late"
- "The veterinary doctor is 50km away"
- "I lose money every time there's a disease outbreak"
- "I need simple solutions that work on my phone"
- "Technology should help us, not complicate things"

### WHAT THEY THINK

#### Internal thoughts and beliefs:

- Worried about missing early disease signs
- Believes technology can help but fears complexity
- Thinks veterinary costs are too high
- Concerned about family income from poultry
- Values traditional knowledge but open to new methods
- Wants to learn but has limited time
- Thinks government should support farmers more

## WHAT THEY DO

### Observable behaviors:

- Checks birds multiple times daily
- Asks neighbors for advice
- Travels long distances for veterinary help
- Uses WhatsApp to share bird photos with others
- Reads Telugu newspapers for farming news
- Attends local farmer meetings
- Saves money for emergency treatments
- Maintains detailed records of feed and medicine

## WHAT THEY FEEL

### Emotions and feelings:

#### Pain Points

- **Frustration:** When unable to identify diseases quickly
- **Anxiety:** About potential economic losses
- **Helplessness:** During disease outbreaks
- **Isolation:** Lack of immediate expert support

#### Positive Emotions

- **Hope:** For better farming tools
- **Pride:** In their poultry farming knowledge
- **Determination:** To improve farm productivity
- **Gratitude:** For helpful technology solutions

## USER NEEDS IDENTIFIED

### Functional Needs

- Quick disease identification tool
- Offline capability for poor connectivity
- Simple, intuitive interface
- Telugu language support
- Treatment recommendations

### Emotional Needs

- Confidence in decision-making

- Reduced anxiety about diseases
- Sense of being supported
- Pride in using modern tools

### **Social Needs**

- Connection with veterinary experts
- Community knowledge sharing
- Recognition as progressive farmer

### **EMPATHY INSIGHTS**

#### **Key Motivations**

1. **Economic Security:** Primary concern is financial stability
2. **Animal Welfare:** Genuine care for bird health
3. **Knowledge Growth:** Desire to become better farmer
4. **Technology Adoption:** Willing if benefits are clear

#### **Barriers to Overcome**

1. **Technical Complexity:** Need simple, intuitive design
2. **Language:** Must support local language (Telugu)
3. **Connectivity:** Offline functionality essential
4. **Trust:** Must prove accuracy and reliability

#### **Design Implications**

- Mobile-first responsive design
- Visual indicators over text
- Step-by-step guidance
- Local language support
- Offline image processing capability