

Ideation Phase Empathize & Discover

Date	19 January 2026
Team ID	LTVIP2026TMIDS83701
Project Name	Smart Sorting: Transfer learning for identifying Rotten Fruits and Vegetables
Maximum Marks	2 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. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Smart Sorting: Transfer learning for identifying Rotten Fruits and Vegetables

EMPATHY MAP CANVAS	
<p style="text-align: center; font-weight: bold; font-size: 1.2em;">SAYS</p> <ul style="list-style-type: none"> This fruit appears to be rotten or abnormal. I used to inspect and sort produce manually. I'll double-check these sorting results. 	<p style="text-align: center; font-weight: bold; font-size: 1.2em;">THINKS</p> <ul style="list-style-type: none"> I am concerned about properly examining each produce sample. Responsible for identifying spoilage and quality issues. Satisfied when the freshness analysis is accurate and reliable.
<p style="text-align: center; font-weight: bold; font-size: 1.2em;">DOES/HEARS</p> <ul style="list-style-type: none"> Examines fruits and vegetables visually to Receives questions from staff regarding difficult Stays updated on best practices for identifying <ul style="list-style-type: none"> Compares current produce samples with known fresh and rotten examples. Provides feedback on sorting accuracy and quality control decisions. Collaborates with other supply chain and quality management professionals. <p style="margin-left: 20px;">• Role: Quality Inspector / Warehouse Manager / Retail Produce Supervisor.</p>	<div style="text-align: center;">  </div> <p style="text-align: center; font-weight: bold; font-size: 1.2em;">LABORATORY</p> <p style="text-align: center; font-weight: bold; font-size: 1.2em;">GAINS</p> <ul style="list-style-type: none"> Faster identification of spoiled or low-quality produce. Greater confidence in freshness classification results. Improved customer satisfaction and reduced food waste through precise quality analysis.
<p style="text-align: center; font-weight: bold; font-size: 1.2em;">PAINS</p> <ul style="list-style-type: none"> Time-consuming manual inspection of fruits and vegetables. Difficulty in identifying subtle or early-stage spoilage. Pressure to deliver fast and accurate sorting decisions. 	

Reference: <https://www.mural.co/templates/empathy-map-canvas>