Ideation Phase
Transfer learning based classification of poultry diseases for enhanced health management

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Team ID	LTVIP2025TMID60871
Project Name	Transfer Learning Based Classification of Poultry Diseases for enhance health management
Maximum Marks	

Empathy Map Canvas: transfer learning based classification of poultry diseases for

🎯 Target User: Poultry Farmers / Farm Managers / Veterinarians

🧠 THINK & FEEL

What really matters to them? What occupies their thoughts?

- Concerned about the health and productivity of their poultry.
- Want fast, accurate, and reliable disease diagnosis.
- Worry about financial losses from late or wrong diagnoses.
- Curious or skeptical about AI/technology use on farms.
- Feel pressure to keep up with modern, data-driven agriculture.

👀 SEE

What do they see in their environment?

- Outbreaks affecting neighboring farms.
- Increasing use of technology in agriculture.
- Limited access to skilled veterinary services in rural areas.
- Mobile devices or tablets used on farms.
- Government and NGOs pushing for smart farming practices.

👤🗨 SAY & DO

What do they say and how do they behave?

- "I need something easy to use and affordable."
- "I can't afford downtime — time is money."
- May try home remedies or call local vets as a first step.
- Might resist tech due to unfamiliarity or past failures.
- Show interest in solutions if recommended by peers.

👂 HEAR

What are they hearing from others (peers, media, advisors)?

- Recommendations from other farmers: "This app helped me diagnose early."
- Vet advisors promoting early detection systems.
- Media talking about AI revolutionizing agriculture.
- Suppliers discussing the importance of disease management.

😟 PAIN

What are their fears, frustrations, and obstacles?

- High poultry mortality due to late diagnosis.
- Inaccurate disease identification by non-specialists.
- Limited access to affordable veterinary care.
- Skepticism about AI models being reliable.
- Fear of technology being too complex or expensive.

🎯 GAIN

What do they want to achieve or gain?

- Early detection and accurate classification of diseases.
- Reduced economic loss and increased poultry productivity.
- Easy-to-use tools with minimal learning curve.
- Real-time alerts and recommendations.
- Confidence in disease control strategies.