**Ideation Phase**

**Transfer learning based classification of poultry diseases for enhanced health management**

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID60871 |
| Project Name | Transfer Learning Based Classification of Poultry Diseases for enhance health management |
| Maximum Marks | 4 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.