

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2026TMIDS74869
Project Name	Transfer Learning for Identifying Rotten Fruits and Vegetables
Maximum Marks	4 Marks

Empathy Map Canvas:

The primary users of NutriGaze are supermarket owners and regular customers who purchase fruits and vegetables. Supermarket owners aim to ensure that only fresh and high-quality produce is sold, but they struggle with manual inspection, which is time-consuming and inconsistent. They think about reducing food waste, maintaining business reputation, and improving operational efficiency. Customers want to purchase fresh and healthy produce for their families; however, they often find it difficult to differentiate between fresh and rotten items based only on visual inspection. Both users experience uncertainty due to the lack of reliable tools for freshness verification.

These challenges create operational stress for business owners and purchasing insecurity for customers. The need for an automated, accurate, and intelligent system becomes essential to minimize waste and improve trust. NutriGaze provides an AI-based solution that enhances decision-making, improves quality assurance, and ensures consistent freshness detection, benefiting both sellers and buyers.

Pains (5 Points)

- 1. Time-consuming manual inspection process**
- 2. Inconsistent and inaccurate human judgment**
- 3. Increased food waste due to improper sorting**
- 4. Financial losses from spoiled products**
- 5. Customer dissatisfaction and reduced trust**

Gains (5 Points)

- 1. Faster and automated freshness detection**
- 2. Improved accuracy and consistency**
- 3. Reduction in food waste**
- 4. Increased customer satisfaction and trust**
- 5. Better business efficiency and profitability**

