**Ideation Phase**

**Empathize & Discover**

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| Date | 31 January 2025 |
| Team ID | SBAP0041896 |
| Project Name | Smart Sorting : Transfer Learning for identifying Fruits and Vegetables |
| Maximum Marks | 4 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 helps 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 :**

**User Type:**  
Farmers, vendors, warehouse operators, supermarket staff

**SAYS**

* "I can’t always tell which produce is starting to rot."
* "Manual sorting takes too much time."
* "We lose money due to spoiled inventory."

**THINKS**

* “There must be a better way to detect spoilage early.”
* “Will this technology be affordable and easy to use?”
* “If I can sort faster, I can reduce waste and increase profit.”

**DOES**

* Manually inspects fruits and vegetables.
* Relies on visual appearance and smell.
* Discards items based on approximation or customer complaints.

**FEELS**

* Frustrated due to inefficiency and losses.
* Stressed during peak seasons.
* Interested in tech solutions but hesitant about complexity.