Ideation Phase Empathize & Discover

Date	19/05/2025-30/6/2025
Team ID	LTVIP2025TMID45017
Project Name	
	GrainPalette - A Deep Learning Odyssey In Rice Type
	Classification Through Transfer Learning
Maximum Marks	4 Marks

Empathy Map Rice Type Identification AI

Primary User: Farmers & Agriculture Professionals

Farmers

Professionals

SAYS

- I need to know what type of rice I'm planting.
- I don't have time or money for lab tests.
- I wish I had an easy tool to identify rice seeds.

THINKS

- I worry I might misidentify seeds and use wrong cultivation practices
- This uncertainty could lower my crop yield and income.
- If I had a reliable tool, could plan better.

DOES

- Buys seeds from local suppliers without knowing the exact type.
- · Seeks advice from other farmers or extension workers.
- · Experiments with traditional knowledge, but results vary

HEARS

- Stories from neighbors about crop failures due to misidentified seeds.
- & Agriculture Agricultural extension workers encouraging best practices - but with outdated tools

PAINS

- · Risk of reduced yield and financial losses due to wrong cultivation practices.
- · Lack of trust in seed sources
- No affordable way to confirm rice variety quickly

GAINS

- · Confidence in knowing the correct rice type.
- Better crop planning with tallored irrigation and fertilization
- · Increased prociuctivity and sustainable practices