**Ideation Phase**

**Empathize & Discover**

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| --- | --- |
| Date | 26 June 2025 |
| **Team ID:** | LTVIP2025TMID43771 |
| **Project Name:** | Smart Sorting: Transfer Learning for Identifying Rotten Fruits and Vegetables |
| Maximum Marks | 4 Marks |

### ****Empathy Map Canvas****

#### ****Central Persona****:

**Who**: Grocery managers or consumers (online shoppers).

**Goal**: To ensure the quality of fruits and vegetables (detect rotten produce efficiently).

#### ****Think & Feel****:

Concerns about customer dissatisfaction due to receiving rotten produce.

Frustration over inefficiencies in the manual sorting process.

Desire for an automated, accurate quality assurance system.

#### ****Hear:****

Feedback or complaints from customers about substandard produce.

Suggestions from peers or technology vendors about adopting AI-based solutions.

#### ****See****:

Manual inspection leading to inconsistencies in quality control.

Increasing operational costs and time spent on manual checks.

Missed opportunities for process optimization through technology.

#### ****Say & Do****:

Express dissatisfaction with existing manual methods

Seek advice on automation or better solutions for quality control.

Demonstrate an openness to integrating AI tools to streamline processes.

#### ****Pain:****

High wastage or financial losses due to inefficient sorting.

Dissatisfied customers leading to a damaged reputation.

#### ****Gain****:

Improved accuracy and efficiency in identifying rotten produce.

Reduced wastage and higher customer satisfaction.

# Customer Problem Statements

## Problem Statements

| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** |  | **Because** | **Which makes me feel** |
| --- | --- | --- | --- | --- | --- | --- |
| **PS-1** | A grocery manager | Identify rotten fruits and vegetables from a batch | Manual inspection is slow, error-prone, and inefficient |  | It leads to missed rotten items or wastage due to incorrect classification | Frustrated due to inefficiencies and customer dissatisfaction |
| **PS-2** | A consumer | Ensure I receive fresh fruits and vegetables when shopping online | I cannot verify the quality of the produce myself |  | Retailers may not have a reliable quality control system | Dissatisfied and worried about receiving poor-quality produce |