Ideation Phase
Empathize & Discover

Date	23 October 2023
Team ID	Team-592449
Project Name	Project - Fake/Real Logo Detection using Deep learning
Maximum Marks	4 Marks

Empathy Map Canvas:

Think and Feel:

I am determined to develop an effective machine learning solution for detecting fake logos.

I am motivated to combat the increasing sophistication of counterfeit logos.

I am aware of the importance of building trust in logo authenticity.

I am committed to providing a tool that safeguards users and their loved ones from fraud.

Hear:

"Machine learning can revolutionize the way we detect fake logos."

"The rise in counterfeit logos is a growing concern for consumers."

"People are eager for a reliable solution to identify fake logos."

"We need to stay ahead of the scammers and protect consumers."

See:

Fake logos on various products and online platforms

Instances of counterfeit logos causing harm to individuals and businesses

Increased demand for solutions to address the fake logo problem

Consumers looking for trusted sources of information on logo authenticity

Say and Do:

"I'm focused on developing a robust machine learning model for logo detection."

"I'm researching and implementing cutting-edge techniques to improve accuracy."

"I'm collaborating with experts in the field to enhance our solution."

"I'm open to feedback from users to continually refine our system."

"I'm dedicated to making logo verification an effortless process for consumers."

Pain:

Pressure to deliver an accurate and efficient solution

Balancing technology advancement with ethical considerations

Meeting the expectations of users for a user-friendly tool

The ethical implications of AI in logo detection

Ensuring the tool's reliability and trustworthiness

Gain:

Professional satisfaction from developing a successful machine learning solution

Contributing to enhanced trust in logo authenticity

Protecting users and their loved ones from fraud and counterfeit products

Creating a user-friendly tool that simplifies logo verification for consumers

Promoting ethical use of AI in logo detection.

Our map: