IDEATION & EMPATHY MAP

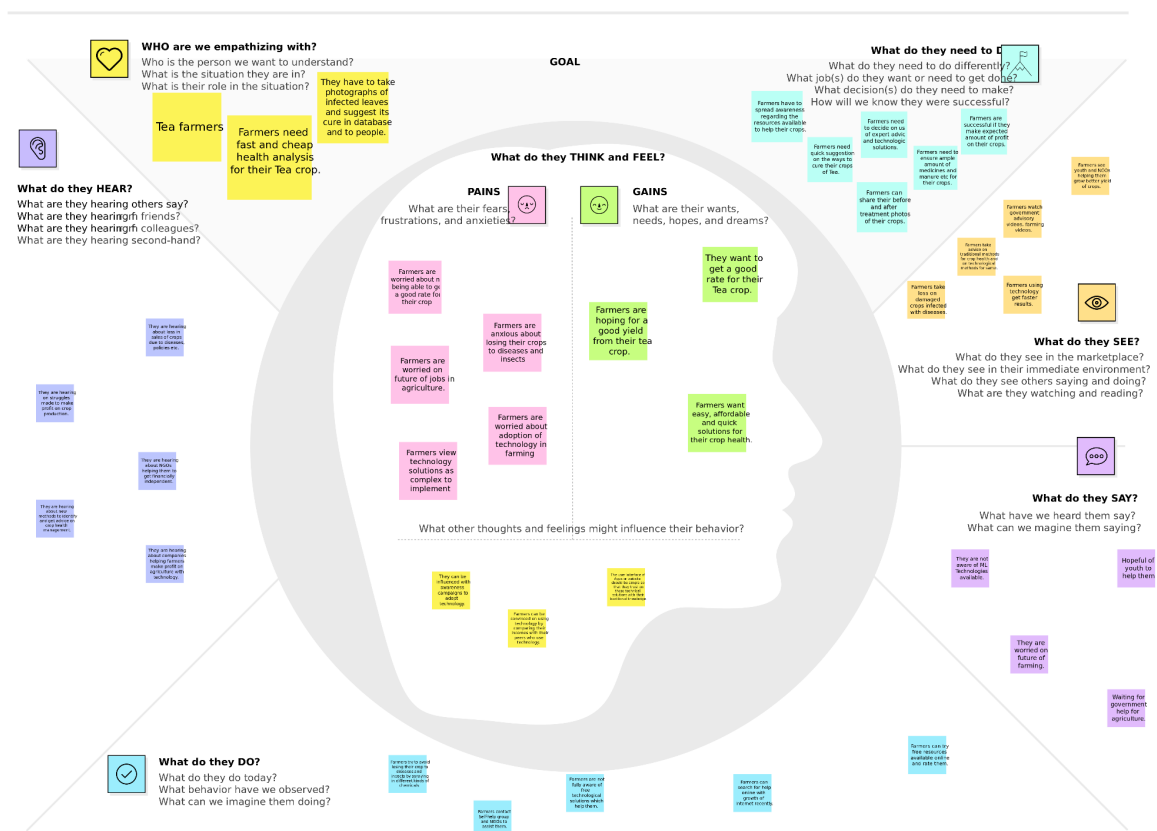| Date	20/10/23
Team ID	Team-592327
Project Name	Deep Learning Model For Detecting Diseases In Tea Leaves
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Empathy Map

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Tea Leaf Disease Identification

Farmers need quick and easy solutions to help their crops. They need simple technological solutions to address their issues which they can trust.

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

- Tea farmers
- Farmers need fast and cheap health analysis for their Tea crop.
- They have to take photographs of infected leaves and suggest its cure in database and to people.

GOAL

What do they need to Do?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

- Farmers have to spread awareness regarding the resources available to help their crops.
- Farmers need to decide on use of experi advice and technologic solutions.
- Farmers are successful if they make expected amount of profit on their crops.
- Farmers need quick suggestion on the ways to cure their crops of tea.
- Farmers need to ensure ample amount of medicines and manure etc for their crops.
- Farmers can share their before and after treatment photos of their crops.
- Farmers are youth and NGOs helping them grow better yield of crops.

What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

- They are hearing about loss in sales of crops due to Diseases, pollunents.
- They are hearing that struggles made to make profit on crop production.
- They are hearing about friends helping them to get financially independent.
- They are hearing about new methods to identify and cure crops on cheap health management.
- They are hearing about companies helping farmers make profit on agriculture with technology.

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

- Farmers are worried about n being able to g a good rate for their crop
- Farmers are anxious about losing their crops to diseases and insects
- Farmers are worried on future of jobs in agriculture.
- Farmers view technology solutions as complex to implement
- Farmers are worried about adoption of technology in farming

GAINS
What are their wants, needs, hopes, and dreams?

- They want to get a good rate for their Tea crop.
- Farmers are hoping for a good yield from their tea crop.
- Farmers want easy, affordable and quick solutions for their crop health.

What other thoughts and feelings might influence their behavior?

- They can be influenced with awareness campaigns to adopt technology.
- Farmers can be convinced on using technology by comparing their incomes with other peers who use technology.
- They can sustain or dealin to crops or that they can do better by new technology if educated with their proffered methods.

What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

- Farmers watch government advisory videos, farming videos.
- Farmers take losses on damaged crops infected with diseases.
- Farmers take losses on traditional methods he crop investments on technology methods for same.
- Farmers using technology get faster results.

What do they SAY?
What have we heard them say?
What can we imagine them saying?

- They are not aware of ML Technologies available.
- Hopeful of youth to help them
- They are worried on future of farming.
- Waiting for government help for agriculture.
- Farmers can try free resources available online and rate them.

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

- Farmers help solve being their crop to disease in order to provide in different kinds of chemicals.
- Farmers are not fully aware of new technological solutions which help them.
- Farmers can search for help online with growth of internet records.
- Farmers contact farmers group and NGOs to solve them.

Brainstorming