

Ideation Phase

Empathize & Discover

Date	12 October 2023
Team ID	Team - 592925
Project Name	Project – Dog Breed Identification

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes.

It is a useful tool to help 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.

Accurate dog breed identification via transfer learning holds immense significance by enabling early and precise classification from images. This technology empowers tailored care based on breed-specific needs, aiding in optimized dietary plans, exercise routines, and behavior training. Efficient lost pet recovery is facilitated, ensuring swift reunions between lost pets and owners through precise breed recognition from shared images.

Reference:

<https://app.mural.co/t/team5929255346/m/team5929255346/1700822921633/9bd553125c69ab2a042a40a253f534a1ce17df66?sender=ua4164499ac05a3f68f4e0530>

Empathy Map Canvas Image:

Dog Breed Identification

WHO

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?

What do they NEED?

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

WHAT

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

GAINS

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

How do they DO?

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

Why do they SAY?

What have we heard them say?
What can we imagine them saying?

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?

What do they NEED to DO?

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

Other Thoughts and Feelings

What other thoughts and feelings might influence their behavior?

Touchpoints and Goals:

- WHO:** Heart icon, Ear icon, Brain icon, Speech bubble icon, Document icon, Mail icon, Phone icon, Calendar icon, Location pin icon, Shopping cart icon, Truck icon, Dog icon, Cat icon, Fish icon, Bird icon, Hamster icon, Rabbit icon, Snake icon, Turtle icon, Lizard icon, Frog icon, Insect icon, Plant icon, Tree icon, Mountain icon, Water icon, Fire icon, Cloud icon, Sun icon, Moon icon, Star icon, Comet icon, Galaxy icon, Universe icon.
- WHAT:** Pain icon, Gain icon, Fear icon, Frustration icon, Anxiety icon, Want icon, Need icon, Hope icon, Dream icon.
- HOW:** Checkmark icon, Clock icon, Calendar icon, Document icon, Mail icon, Phone icon, Calendar icon, Location pin icon, Shopping cart icon, Truck icon, Dog icon, Cat icon, Fish icon, Bird icon, Hamster icon, Rabbit icon, Snake icon, Turtle icon, Lizard icon, Frog icon, Insect icon, Plant icon, Tree icon, Mountain icon, Water icon, Fire icon, Cloud icon, Sun icon, Moon icon, Star icon, Comet icon, Galaxy icon, Universe icon.
- WHY:** Speech bubble icon, Document icon, Mail icon, Phone icon, Calendar icon, Location pin icon, Shopping cart icon, Truck icon, Dog icon, Cat icon, Fish icon, Bird icon, Hamster icon, Rabbit icon, Snake icon, Turtle icon, Lizard icon, Frog icon, Insect icon, Plant icon, Tree icon, Mountain icon, Water icon, Fire icon, Cloud icon, Sun icon, Moon icon, Star icon, Comet icon, Galaxy icon, Universe icon.