Ideation Phase Empathize & Discover

Date	28 june 2025
Team Id	LTVIP2025TMID37473
Project Name	Smart Sorting: Transfer Learning for Identifying Rotten Fruits and Vegetables
Maximum Marks	4 Marks

Empathy Map Canvas:

This empathy map provides a deep understanding of the daily challenges and motivations of a small fruit and vegetable vendor, helping teams design AI/ML solution that truly meet user needs.

User Persona: Small Fruit and Vegetable Vendor

These are individuals (often with limited education or tech access) who sell fresh produce in markets or roadside stalls. Their daily income depends on selling fresh, high-quality items quickly — and they often can't afford storage, sensors, or digital tools.

© Purpose of This Map:

This empathy map helps developers, designers, and AI/ML teams to:

- Build user-focused solutions
- Understand real-world pain points
- Create tech that is simple, affordable, and impactful for vendors

SAYS

I can't afford to throw away spolled fruits. If I keep selling bad produce, customers won't back.

THINKS

If I keep selling bad produce, customers won't come back. I'm worried about wasting money.

SEES

Competition from other sellers

No cooling/storage

No tech tools to check freshness

SMALL FRUIT AND VEGETABLE VENDOR

HEARS

Customers complain about bad fruits

"Use your nose to check if it's good"

FEELS

Stressed during peak selling time

Fear of financial loss

Stressed during peak selling time

Frustrated with spoilage they can't control

GAINS

A quick and cheap way to spot bad produce

Happier customers

Happler customers

Less spollage = more profit

Example:

Empathy Map

