

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.

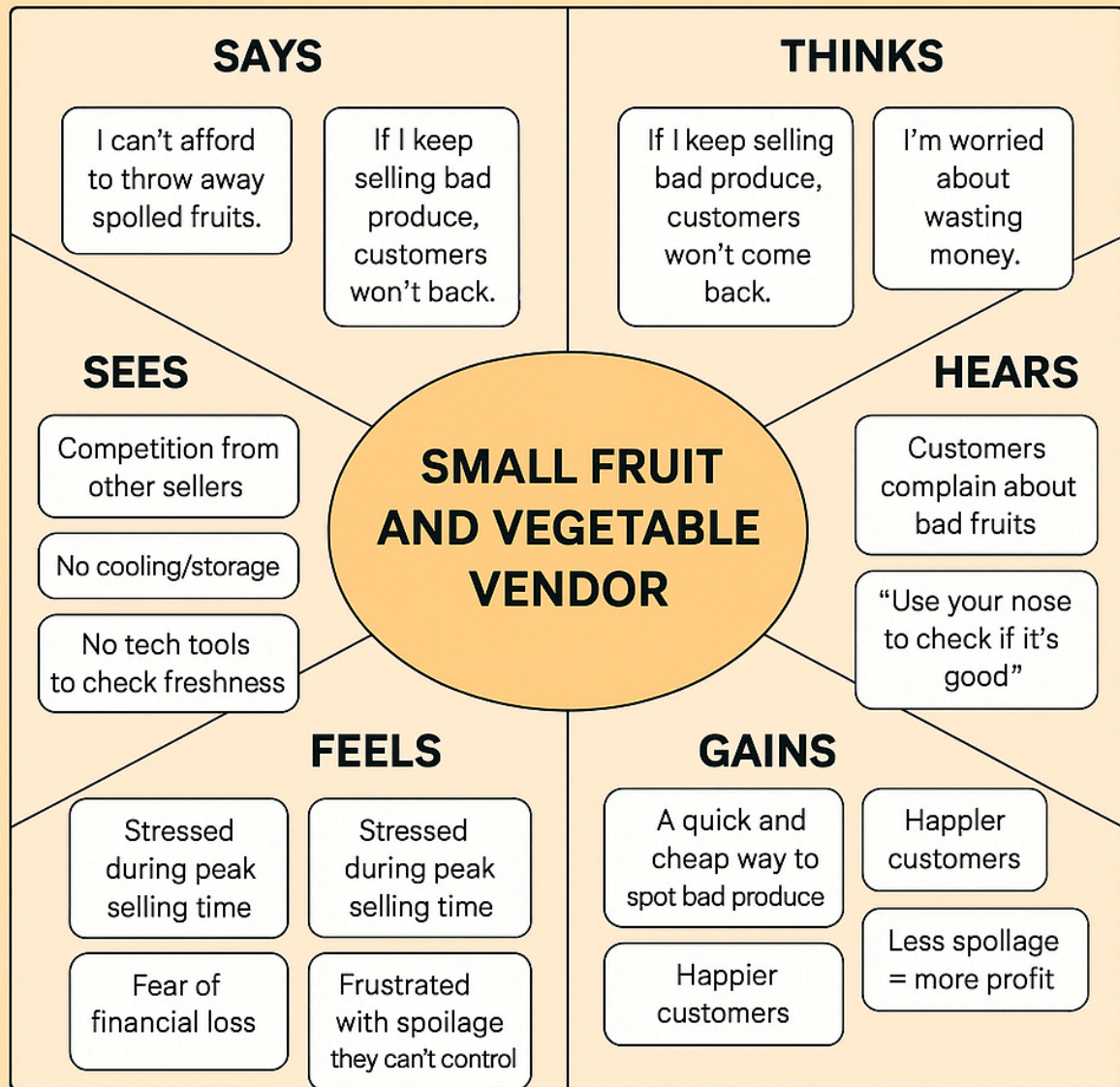
User Persona: Small Fruit and Vegetable Vendor

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



Example :

Empathy Map

