2. Ideation Phase

2.2 Empathize & Discover

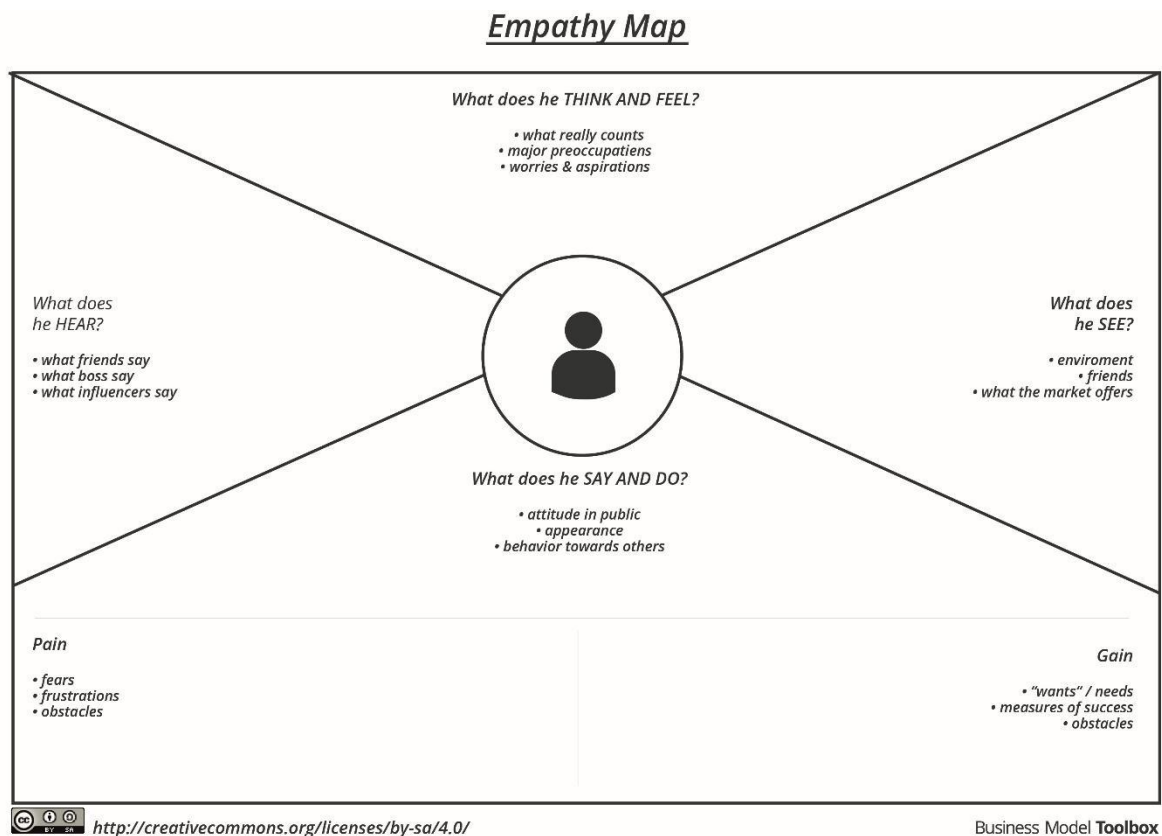| Date	30 june 2025
Team ID	LTVIP2025TMID38419
Project Name	GrainPalette – A Deep Learning Odyssey in Rice Type Classification Through Transfer Learning
Maximum Marks	4 Marks

Empathy Map Canvas:

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

It is a useful tool to helps 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.

Example:

Empathy Map

What does he THINK AND FEEL?
- what really counts
- major preoccupatiens
- worries & aspirations

What does he HEAR?
- what friends say
- what boss say
- what influencers say

What does he SEE?
- enviroment
- friends
- what the market offers

What does he SAY AND DO?
- attitude in public
- appearance
- behavior towards others

Pain
- fears
- frustrations
- obstacles

Gain
- "wants" / needs
- measures of success
- obstacles

Business Model **Toolbox**

Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Rice classification

USER: Small-scale Rice Farmer

Section Content (Example for GrainPalette)

Says	"I can't tell which rice type is which just by looking."
Thinks	"If I use wrong seeds, I may lose my entire season."
Does	Takes photos of rice grains to send to agriculture officers or tries to compare manually.
Feels	Confused, uncertain, worried about crop yield and income.
Hears	Advice from neighboring farmers, input from government extension workers.
Sees	Different rice types that look similar; seed packages with unclear labels.
Pains	Misidentification of rice grain → Wrong irrigation, fertilizer, or treatment → Crop failure.
Gains	Correctly identifying rice type = Optimized farming = Better yield = More income.

🎯 **Goal of This Exercise:**

To **deeply understand** your end user so you can:

- Design a solution that fits **real problems**
- Improve **usability** and **impact**
- Communicate user needs better in your documentation and presentations