

Ideation Phase

Empathize & Discover

Date	19 June 2025
Team ID	LTVIP2025TMID35526
Project Name	Smart Sorting — Identifying Rotten Fruits and Vegetables Using Transfer Learning
Maximum Marks	4 Marks

Empathy Map Canvas

Project: Smart Sorting — Identifying Rotten Fruits and Vegetables Using Transfer Learning

Purpose: Understand the real needs, feelings, and challenges of key users (e.g., farmers, vendors, sorting staff) in the agricultural produce handling and sorting process.

Reference: Inspired by MURAL Empathy Map Canvas
(<https://www.mural.co/templates/empathy-map-canvas>)

USER:

Primary User Persona:

Sorting staff / Farmer / Small-scale vendor involved in identifying and separating rotten produce from fresh stock manually.

Empathy Map Canvas for Smart Sorting – Identifying Rotten Fruits and Vegetables Using Transfer Learning :

