Date	31 January 2025
Team ID	LTVIP2025TMID35093
Project Name	Smart Sorting & Transfer Learning for Identifying Rotten Fruits and Vegetable
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.

🎯 User Persona:

- Local fruit & vegetable vendor / wholesale market seller
- Supply chain manager in agricultural product handling

🧠 THINKS

- "How can I quickly detect rotten produce before my customers do?"
- "I can't afford to waste time manually checking everything."
- "What if I lose customers due to poor quality produce?"
- "Technology could help, but will it be expensive or hard to use?"

👀 SEES

- Piles of mixed-quality fruits and vegetables.
- Rotten produce sometimes mixed with fresh ones due to oversight.
- Customer dissatisfaction and complaints about bad quality.
- Competitors using better sorting or packaging methods.

🗣 SAYS

- "It's hard to manually check every item."
- "I wish I had a better way to sort items automatically."
- "We lose money due to spoilage every week."
- "We can't afford to hire more workers just for sorting."

👂 HEARS

- "Why did you sell me spoiled vegetables?"
- "This batch was bad – I won't buy from you next time."
- "Automated systems exist, but only big companies use them."
- "There's a smarter way to handle this, but it must be costly."

💙 FEELS

- Frustrated due to daily losses and manual workload.
- Anxious about customer feedback and maintaining trust.
- Helpless about waste but unaware of affordable tech solutions.
- Hopeful for a system that could solve the problem easily.

⚙ DOES

- Sorts fruits manually by appearance, smell, or touch.
- Disposes of spoiled items, often after customer complaints.
- Tries to check in bulk but misses hidden spoilage.
- Occasionally seeks help from assistants or co-workers.