**Ideation Phase**

**Empathize & Discover**

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| Date | 30 June 2025 |
| Team ID | LTVIP2025TMID35759 |
| Project Name | Transfer Learning-Based Classification of Poultry Diseases for Enhanced Health Management |
| 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. Use this canvas to empathize with your primary users or stakeholders involved in poultry health management. This helps in deeply understanding their needs, pain points, and behavior, especially when applying AI-based solutions like transfer learning.

## 1. Says

• I want a quick way to know if my chickens are sick.

• I cannot afford frequent vet visits.

• I heard about AI but don’t know how it can help me.

## 2. Thinks

• Will this AI solution be easy for me to use?

• Is the app reliable for real-time disease detection?

• Can I trust it more than my experience or local advice?

## 3. Does

• Monitors chickens daily using manual observation.

• Contacts local veterinarian only when outbreak is suspected.

• Maintains basic health records with pen and paper.

## 4. Feels

• Frustrated by slow response to disease outbreaks.

• Anxious about the financial impact of disease spread.

• Hopeful that technology might make life easier.

## 5. Pain

• Late identification of symptoms leads to big losses.

• Technology feels too complex or unaffordable.

• Inconsistent vet availability in remote areas.

## 6. Gain

• Early detection and less bird mortality.

• Easy-to-use tool available on mobile.

• Greater control over farm health.

**Example:**

Diagram

Description automatically generated