

## Ideation Phase

### Define the Problem Statements

Date	30 June 2025
Team ID	LTVIP2025TMID46945
Project Name	<b>Transfer Learning-Based Classification of Poultry Diseases for Enhanced Health Management</b>
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

#### Example:



<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1 Poultry farmers struggle to diagnose diseases early due to lack of tools and expertise.	A poultry farmer or livestock health worker in a rural or resource-limited area.	Detect and diagnose poultry diseases early and accurately.	I don't have the tools, time, or access to expert help.	There is a lack of affordable, accessible, and reliable diagnostic solutions.	Frustrated, helpless, and anxious about the health and safety of my flock.
PS-2 Poultry farmers are unable to maximize income due to disease related losses.	A small or mid-scale poultry farmer depending on healthy livestock for livelihood.	Improve productivity and increase income by maintaining healthy flocks.	Disease outbreaks reduce flock size and performance.	I can't detect illnesses in time or afford veterinary services for early intervention.	Worried about financial loss and uncertain about the sustainability of my farm.