

Ideation Phase

Define the Problem Statements

Date	16 July 2025
Team ID	LTVIP2025TMID32540
Project Name	Transfer learning based classification of poultry diseases for enhanced Health management
Maximum Marks	2 Marks

Customer Problem Statement Template:

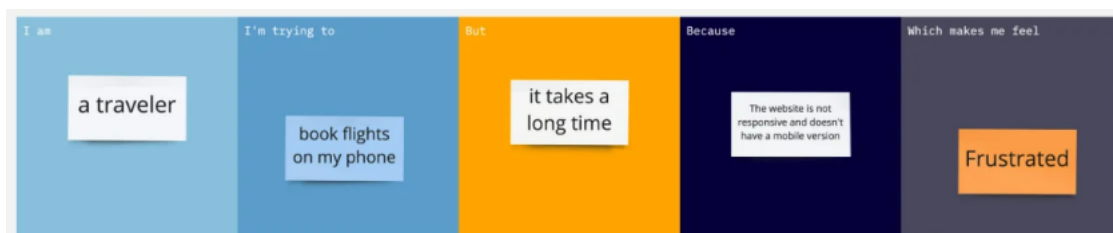
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	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
but	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
because	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
which makes me feel	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:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a poultry farmer/health technician/veterinary researcher	detect and diagnose poultry diseases accurately and quickly	traditional diagnosis is time-consuming, error-prone, and depends heavily on expert availability	there is a lack of automated, accessible, and intelligent disease detection systems	frustrated, worried about disease spread, and economically burdened
PS-2	an AI/ML engineer or academic researcher in agriculture tech	develop an effective machine learning model using limited poultry disease data	training deep learning models from scratch requires large datasets and high computational power	poultry datasets are often scarce, imbalanced, and unstructured	challenged, yet motivated to explore transfer learning as a promising solution