Ideation Phase
Define the Problem Statements

Date	27 June 2025
Team ID	LTVIP2025TMID34246
Project Name	Transfer Learning-Based Classification of Poultry Diseases for Enhanced Health Management.
Maximum Marks	2 Marks

Customer Problem Statement Template:

Rural poultry farmers face significant challenges in identifying diseases at an early stage due to limited access to veterinary care, high diagnostic costs, and lack of technical resources. This often results in delayed treatment, increased mortality, and financial setbacks.
There is a clear need for an accessible, cost-effective, and AI-powered diagnostic solution that enables early disease detection through a simple user interface.

I am	A rural poultry farmer with limited access to veterinary care, low digital literacy, and high dependency on poultry for income.
I'm trying to	Keep my flock healthy by detecting diseases early and preventing their spread.
But	I lack the tools, expertise, and affordability for early and accurate disease diagnosis.
Because	Veterinary services are expensive and not always available in rural areas, and most AI tools are not designed with farmers' needs in mind.
Which makes me feel	Frustrated and helpless — because I'm losing birds and income without knowing what's wrong or how to stop it.

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

Example:

I am	I'm trying to	But	Because	Which makes me feel
a rural poultry farmer	detect diseases in my poultry early	I don't have proper tools or skills	veterinary care is costly and unavailable in my area	helpless

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel	
a rural poultry farmer	detect poultry diseases early	I don't have the tools or knowledge	veterinary services are expensive and hard to access	helpless and worried	helpless and worried	
a farmer managing many chickens	a farmer managing many chickens	keep my flock healthy and avoid loss	I can't identify symptoms accurately	there's no affordable or accessible diagnostic tool available	frustrated and unsure	