

Problem - Solution Fit Canvas: Poultry Health Project

Customer Segment(s)

Small and medium-scale poultry farmers, particularly in rural and semi-urban areas, with limited access to veterinary healthcare.

Jobs-to-be-Done / Problems

Diagnose poultry diseases quickly and accurately to reduce mortality and economic loss.

Triggers

Birds showing visible signs of illness such as lethargy, feather loss, abnormal droppings, or loss of appetite.

Emotions: Before / After

Before: Worried, helpless, uncertain.

After: Reassured, in control, confident in treatment plan.

Available Solutions

Manual diagnosis by local vets (if available), guesswork by farmers, traditional treatments, or advice from other farmers.

Customer Constraints

Limited budget, lack of vet access, poor network connectivity in remote areas, low technical literacy.

Behaviour

Use mobile phones to search for symptoms or consult other farmers. Try basic home remedies before seeking help.

Channels of Behaviour

8.1 ONLINE: Google searches, WhatsApp groups, mobile app usage if available.

8.2 OFFLINE: Local vet visits, peer advice, farm supply stores.

Problem Root Cause

Lack of accessible, real-time, and affordable veterinary diagnosis tools in rural poultry farming communities.

Your Solution

An AI-based mobile/web application using transfer learning to classify poultry diseases from images and provide treatment suggestions.