

Project Design Phase

Problem – Solution Fit Template

Date	Date: 26 June 2025
Team ID	Team ID: LTVIP2025TMID44725
Project Name	Poultry Disease Detection Using Transfer Learning
Maximum Marks	4 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

Purpose:

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- Understand the existing situation in order to improve it for your target group.

Template:

Section	Description
Customer Segment(s)	Small and medium-scale poultry farmers, particularly in rural and semi-urban areas.
Jobs-to-be-Done / Problems	Diagnose poultry diseases quickly and accurately to reduce mortality and economic loss.
Triggers	Birds showing signs of illness such as lethargy, feather loss, abnormal droppings, or loss of appetite.

Emotions: Before / After	Before: Worried, helpless, uncertain. After: Reassured, confident, in control.
Available Solutions	Manual vet visits, peer advice, traditional remedies, guesswork.
Customer Constraints	Budget limitations, lack of vet access, poor internet, low tech literacy.
Behaviour	Search online, ask others, try basic remedies before formal help.
Channels of Behaviour	Online: Google, WhatsApp, farm forums. Offline: vet visits, shopkeepers.
Problem Root Cause	No real-time, affordable disease diagnosis tools for poultry farmers.
Your Solution	AI-based web/mobile app using transfer learning to classify poultry diseases from images.

References:

<https://www.ideahackers.network/problem-solution-fit-canvas/>

<https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>