Ideation Phase
Define the Problem Statements

Date	28 June 2025
Team ID	LTVIP2025TMID41715
Project Name	Transfer Learning-Based Classification of Poultry Diseases for Enhanced Health Management
Maximum Marks	2 Marks

Customer Problem Statement:

Poultry farmers often face delayed or inaccurate disease diagnosis, leading to high mortality rates, reduced productivity, and financial losses. Many lack access to veterinary support or advanced diagnostic tools, especially in rural areas. There is an urgent need for a fast, reliable, and easy-to-use solution that can identify poultry diseases early using readily available resources like mobile devices. Farmers require an AI-powered system that can accurately detect diseases from poultry images, enabling timely intervention and better flock health management.

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

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1: Early detection of poultry diseases using image classification	Poultry farmer	Detect diseases in my poultry early	I can't identify symptoms accurately or fast enough	I lack veterinary knowledge and diagnostic tools	Worried about losing birds and income
PS-2: Improve access to low-cost poultry health monitoring	Small-scale poultry owner in rural area	Get affordable and reliable disease diagnosis	Traditional vet services are expensive and far away	I can't afford regular vet visits or advanced tests	Helpless and financially stressed