1. CUSTOMER **SEGMENT(S)**



6. CUSTOMER CONSTRAINTS

С

5. AVAILABLE

AS

В

Focus on J&P, tap into BE, understa

СН

Explore AS, differentiate

СН

Explore AS

What constraints prevent your customers from taking action or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

network connection, available devices.

- Low digital literacy
- No veterinary services nearby
- Poor mobile internet in rural areas
- Budget and affordability concerns
- Limited understanding of English or medical terms

Solution	Pros	Cons
Manual vet	Accurate	Expensive, not timely, travel
check		needed
Home	Immediate	Often incorrect or
remedies		unscientific
Other agri	Some	Not focused on poultry,
apps	support	limited to crops

2. JOBS-TO-BE-DONE / **PROBLEMS**

Which jobs-to-be-done (or problems) do you

J&P

9. PROBLEM ROOT CAUSE

What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.

7. BEHAVIOUR

R

SL

What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel customers spend free time on volunteering work (i.e. Greenpeace)

Identify and classify poultry diseases (Salmonella, New Castle, Coccidiosis, or Healthy)

Rural poultry farmers with limited access

Agricultural extension officers and NGOs

Small-scale poultry farm owners

Veterinary students and educators

to veterinary services

- Receive treatment recommendations based on symptoms and uploaded images
- Reduce livestock mortality through early action
- Educate new users about disease recognition using visual examples
- Inaccessibility of veterinary services in rural areas
- Lack of scientific knowledge for selfdiagnosis
- Absence of affordable AI tools tailored to
- Language and tech barriers in most existing solutions
- Ask other farmers or neighbors
- Try local/home remedies
- Delay action due to uncertainty
- Occasionally share photos in WhatsApp groups
- Visit vets only in severe cases

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

10. YOUR SOLUTION

TR

EM

What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.

3. TRIGGERS

- Birds start showing symptoms like lethargy, diarrhea, or reduced egg production
- Farmer sees a neighbor using mobile apps
- Government or NGO awareness drives

- Past loss due to delayed diagnosis

An Al-powered, transfer learning-based Flask web application that:

- Classifies poultry diseases from images and symptoms
- Works in regional languages for accessibility
- Offers treatment suggestions and preventions Is mobile-friendly, lightweight, and
- explainable with Grad-CAM
- Offers different user roles (Farmer, Vet,

8.1 ONLINE CHANNELS

What kind of actions do customers take online? Extract online channels from box #7 Behaviour

- Search on YouTube for solutions Use WhatsApp to ask peer groups
- Open mobile apps (if available) for livestock
- Facebook or Telegram-based Agri forums

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy &

Before	After
Helpless, confused, anxious	Empowered, informed, confident
Worried about economic loss	In control of poultry health
Skeptical about diagnosis	Trust in AI-based, evidence- supported advice

8.2 OFFLINE CHANNELS

What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.



- Take birds to a vet (if available)
- Follow oral/local treatment advice
- Attend agri workshops or govt awareness camps

