**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

**CS**

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

Which jobs-to-be-done (or problems) do you address for your customers?

There could be more than one; explore different sides.

**J&P**

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated:

customers spend free time on volunteering work (i.e. Greenpeace)

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

Focus on J&P, tap into BE, understand RC

Define CS, fit into CC

**CC**

**6. CUSTOMER CONSTRAINTS**

What constraints prevent your customers from taking action

or limit their choices of solutions? i.e. spending power, budget, no cash, 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 check | Accurate | Expensive, not timely, travel needed |
| Home remedies | Immediate | Often incorrect or unscientific |
| Other agri apps | Some support | Not focused on poultry, limited to crops |

**5. AVAILABLE SOLUTIONS**

**AS**

Which solutions are available to the customers when they face the problem

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

* Rural poultry farmers with limited access to veterinary services
* Small-scale poultry farm owners
* Veterinary students and educators
* Agricultural extension officers and NGOs

**RC**

**9. PROBLEM ROOT CAUSE**

What is the real reason that this problem exists? 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.

* Inaccessibility of veterinary services in rural areas
* Lack of scientific knowledge for self-diagnosis
* Absence of affordable AI tools tailored to poultry
* 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
* Identify and classify poultry diseases (Salmonella, New Castle, Coccidiosis, or Healthy)
* Receive treatment recommendations based on symptoms and uploaded images
* Reduce livestock mortality through early action
* Educate new users about disease recognition using visual examples
* Ask experienced farmers or elders
* Take birds to a vet (if available)
* Follow oral/local treatment advice
* Attend Agri workshops or govt awareness camps

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **3. TRIGGERS TR**  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 SL**  What kind of solution suits Customer scenario the best?  Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication. | **8.1 ONLINE CHANNELS CH**  What kind of actions do customers take online? Extract online channels from box #7 Behaviour |  |
| **Define CS, fit into CL** | * 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 AI-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, Student)   . |  | **Explore AS, differentiate** |
| **4. EMOTIONS: BEFORE / AFTER EM**  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 & design. | **8.2 OFFLINE CHANNELS CH**   * Search on YouTube for solutions * Use WhatsApp to ask peer groups * Open mobile apps (if available) for livestock * Facebook or Telegram-based Agri forums   What kind of actions do customers take offline?  Extract offline channels from box #7 Behaviour and use them for customer development. |
| |  |  | | --- | --- | | **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 | | * Ask experienced farmers or elders * Take birds to a vet (if available) * Follow oral/local treatment advice * Attend agri workshops or govt awareness camps |

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