**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID59386 |
| Project Name | Transfer Learning-Based Classification of Poultry Diseases for Enhanced Health Management |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you’ll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A poultry farmer | Identify the disease affecting my chickens early | I cant do it accurately | The symptoms look similar and I lack veterinary knowledge | Worried and helpless |
| PS-2 | A veterinary technician | Quickly diagnose poultry diseases using photos | It takes too much time to manually analyze | I don’t have a fast ,diagnosis tool | Frustrated and delayed |