

Ideation Phase

Define the Problem Statements

Date	3 June 2025
Team ID	LTVIP2025TMID34708
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.

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

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

Example:

I am	I'm trying to	Because	Which makes me feel
I am	I'm trying to		
a poultry farmer	I don't have technical expertise	machine learning can be complex and intimidating	overwhelmed and unsure about what to do.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a poultry farmer managing a medium-sized farm,	I'm trying to identify diseases early to reduce losses and protect my flock	But I struggle to recognize symptoms accurately,	Because I lack veterinary knowledge and diagnostic tools,	Which makes me feel anxious and unsure about my flock's health.
PS-2	I am a local veterinarian supporting small poultry farms,	I'm trying to provide quick and accurate disease diagnosis,	But I can't always visit farms immediately,	Because travel and manual diagnosis take time,	Which makes me feel pressured and worried about delays in treatment.