

Ideation Phase

Define the Problem Statements

Date	28 June 2025
Team ID	LTVIP2025TMID41159
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 - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

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

Example:

Customer Problem Statement Template

Don't worry

I am

a passionate technology enthusiast and problem solver who wants to make a real impact in the agricultural and veterinary space through AI and innovation.

I'm trying to

develop an intelligent, mobile-based system that helps farmers diagnose poultry diseases early using machine learning and transfer learning techniques.

But

access to real-world datasets, domain expertise, and ensuring deployment in rural conditions (like low internet access) can be challenging.

Because

many farmers still suffer huge losses due to delayed or incorrect diagnosis, and existing veterinary services are either inaccessible or expensive, especially in rural communities.

Which makes me feel

motivated, responsible, and inspired to create solutions that are not just technically sound but also socially impactful and farmer-friendly.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a small-scale poultry farmer	identify what disease is affecting my birds	I don't have access to a vet nearby	I live in a rural area with limited services	helpless and worried about my income
PS-2	a commercial poultry farm manager	ensure early detection of poultry diseases	I can't monitor every bird manually	it's a large-scale operation	anxious about potential outbreaks