

Ideation Phase

Define the Problem Statements

Date	15 July 2025
Team ID	LTVIP2025TMID42682
Project Name	Transfer-learning-based-poultry-disease-classification-system
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	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
I'm trying to	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
but	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
because	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
which makes me feel	<small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

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

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A poultry farmer	Identify diseases in my poultry quickly and accurately	I lack access to veterinary experts and reliable diagnostic tools	disease symptoms are hard to distinguish and expert help is expensive or far away	worried, helpless, and at risk of losing my livelihood

PS-2	A poultry farmer	Prevent disease outbreaks and reduce poultry mortality	I often get late or incorrect information about poultry health	traditional methods are slow, manual, and error-prone	frustrated, anxious, and uncertain about my farm's future
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