**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID38849 |
| 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

**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 | • Diagnose diseases early & accurately | • Early symptoms are subtle or misleading | • No on-site tools & lab results take too long | • Anxious, stressed, vulnerable |
| PS-2 | • A veterinarian/specialist | • Provide rapid, scalable support | • Can’t be at every farm; lab delays create bottlenecks. | • High bird volumes & fast disease spread demand efficienctraditional practices allow. | • Frustrated, worried about welfare  pportunities for proactive interventi |