**Ideation Phase**

**Define the Problem Statements**

| Date | 26 june 2025 |
| --- | --- |
| Team ID | LTVIP2025TMID33880 |
| Project Name | Transfer Learning-Based Classification Of PoultryDiseases 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** | **A poultry farmer who manages a mid-sized flock in a rural area, with limited access to veterinary services or diagnostic tools.** |
| --- | --- |
| **I'm trying to** | Detect diseases in chickens early and accurately to prevent the spread and minimize losses. |
| **But** | It's difficult to recognize symptoms early, and traditional methods are slow, require expertise, or are not scalable. |
| **Because** | I lack access to real-time, affordable, and automated disease detection tools that don't require deep technical knowledge. |
| **Which makes me feel** | Anxious, helpless, and overwhelmed due to the potential financial losses and animal suffering. |

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 | Detect diseases in my chickens early | Its hard to identify symptom accurately | I don’t have access to veterinary help or technical tools | Worried &helpless |
| PS-2 | A farm health manager | Monitor poultry in efficiently | Traditional method are slow &manual | There is no automated disease detection system | Frustrated & overworked |