

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> - Botanists - Wildlife-photographers - Trekkers - Ornithologists - Hikers - Naturalists - Mountaineer - Backpackers 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> - Inability to store massive amounts of jargons and information about flora & fauna in mind - Unavailability of an one-stop solution for different species of both flora and fauna 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> - Accessing state government tourism portal to know about native species - Asking native people - Travel archives and Encyclopedia - Flora-fauna information crash course 	Explore AS, differentiat
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> - There is a need for a way to analyze and identify the type of living beings in a particular environment a person finds themselves in, so that they can gain knowledge about different species. - There should be a recognition software that is able to recognize the species in any given angle. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> - Unavailability of information regarding the local flora and fauna - There is very less knowledge about the animals and plants living in the locality 	7. BEHAVIOUR BE <ul style="list-style-type: none"> - In their free time they browse through various sources to gain knowledge about the local flora and fauna - Whenever they need help onsite, access the online resources to clarify their doubts regarding the encountered species 	

Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> - Unable to determine whether a particular species of plant is poisonous or not while camping - Having trouble specifying the class of animals such as herbivore, carnivore, omnivore 	10. YOUR SOLUTION SL <p>The aim is to develop a recognition software using the concept of supervised learning that takes in the image of various species as the input and provides the species name as output.</p>	8.CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE</p> <ul style="list-style-type: none"> - Whenever they need help onsite, access the online resources to clarify their doubts regarding the encountered species <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> - In their free time they browse through various sources to gain knowledge about the local flora and fauna 	Identify strong TR & EM

	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div><div><div>- Before:</div><div><div>- Frustrated,</div><div>- lost,</div><div>- & confused</div></div></div><div><div>- After:</div><div><div>- Relieved,</div><div>- enlightened,</div><div>- & confident</div></div></div></div></div> <td data-bbox="801 39 1476 359"></td> <td data-bbox="1476 39 2145 359"></td> <td data-bbox="2145 39 2204 359"></td>			
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