Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

1. Researcher
2. Influencer
3. Naturalist

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

1. Network availability is an important constraint for the customers, as the volume of data involved in the application is huge so it can't be stored in a fixed place.
2. The size of the image uploaded by the customer also has an impact on the performance.

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Several researches are going on regarding the identification of the species of plants and animals precisely with the images. The available solutions do work partially accurately but the users might get agitated by the results as they are irrelevant sometimes. Moreover, most of the applications concentrate either on flora or fauna but not both.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

The common problem naturalists face is finding the relevant information for what they search. By considering the volume of data available on the internet, the users get overwhelmed by the results. At some point in time, traditional approaches become inefficient or even impossible given the data's volume, diversity, and heterogeneity.

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.

1. Lack of relevance in the result and what naturalists search which is the result of lack of data.
2. Most people rely on the botanist due to the lack of accuracy

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

1. Finding the application that gives more accurate information about the flora and fauna.
2. It should also give relevant information precisely so the customer's time is not wasted.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

1. Starting the day with positive notifications.
2. Nature's picture of the day.

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

1. Overwhelmed
2. Positive energy

10. YOUR SOLUTION — SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

This project focuses on helping researchers, naturalists, and many more people who are involved in exploring nature. It gives the species/botanical names, medicinal values, extinct/endangered species, and information about the flora and fauna to help the people who seek it. This is achieved by deep learning concepts.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

1. Scan or capture the image of the flora and fauna or living organisms.
2. Shows the scientific name the common name in text to speech.
3. Displays its descriptions.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

1. Explores the environment.
2. A user friendly guide which helps with the info.
3. Avoids the worries of pre knowledge.

Extract online & offline CH of BE

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