

Project Design Phase-I - Solution Fit Template

Project Title: Digital Naturalist AI enabled tool for diversity researchers

Team ID: PNT2022TMID 29650

Define CS, fit into CC

Explore AS, differentiate

1. CUSTOMER SEGMENT(S)

Who is your customer?

Concentrate on both young and old is our ultimate main i.e. user friendly for different age groups.

1. Students
2. Children
3. Farmers, Nature lovers, Travelers, Environmentalist, Parents

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions?

1. Spending Cash
2. Accurate findings
3. Data on species
4. Finding it to be useless i.e., wasting one's time
5. Available devices
6. Not precise or exact species data or info and recognition of species when taken live photo of them.

5. AVAILABLE SOLUTIONS

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

1. Option to use other apps with better functionality and immersiveness.
2. Accurate results and recognition of species.
3. Can google it to find information from various sites on the species they are looking for.
4. Store their findings in their system or device.

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.

1. Accurate recognition of species.
2. Have their database stored safely for future usage.
3. Provide data based on their preference like a brief and important description on species for readers, children, students.

And a very long and informative description for scientist and experimentalist.

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. Because the app developers and technologist are updating the technologies in a better way and more efficient way so there might be some problem
 - In accessing the storage
 - Recognition
 - Access resources
 - Slow performance.

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. Directly filing their complaints in the feedback section.
2. Looking for a better apps on app store.
3. Finding on Google and other Sources
4. Making their finding into herbarium or storing it on their devices.
5. Look out for standardizing their Findings by themselves or giving information to the WWF and NGC.

Identify strong TR & EM	Identify strong TR & EM	
	Identify strong TR & EM	
	Identify strong TR & EM	
<div><div>3. TRIGGERS</div><div>TR</div><div>What triggers customers to act?</div><div>1. Awareness to step into activities to save their environment and share their thoughts to gather like minds to take part with them.</div><div>2. Youngsters and children gain strong will to save the species and grow different species by getting schooled.</div></div>		<div><div>10. YOUR SOLUTION</div><div>SL</div><div>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.</div><div>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 behavior.</div><div>1. Categorial Information based various age group.</div><div>2. Immersive enough</div><div>3. Provide guidance and data on various species ecosystem, behavior and way to look or grow them</div><div>4. Secured Data storage</div><div>5. Precise Recognition of species.</div></div>
<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div>1. Global Interaction to share their knowledge and findings</div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>1. Extract information on various species.</div><div>2. Recognize species offline using good and accurate predictive Ai camera.</div><div>3. Save their findings offline.</div></div>		<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>How do customers feel when they face a problem or a job and afterwards?</div><div>1. Useless to spend time on, not accurate recognition and data on the species using the app, couldn't recognize live species, not immersive enough, difficult to access their data or findings on the app's database > got certain apps that can fulfill the needs of users – feeling happy and delighted to get more information for their researches</div></div>