1. CUSTOMER SEGMENT(S)   CS

1. Zoologists
2. Paleontologists
3. Wildlife Photographer
4. Botanist

6. CUSTOMER CONSTRAINTS   CC

1. Availability of information about flora and fauna from a single source
2. Remember all the massive information about flora is difficult
3. Writing down the new information on the site for research purposes

5. AVAILABLE SOLUTIONS   AS

1. Searching in Encyclopedia
2. Asking the Locals
3. Searching in the internet
4. Studying about native species from state government tourism portal

2. JOBS-TO-BE-DONE / PROBLEMS   J&P

1. It is important to know information about flora and fauna that is in our native and the places where we visit
2. If their is a recognition software to differentiate flora and fauna it would be useful

9. PROBLEM ROOT CAUSE   RC

1. Very little information about plants and animals that are living in our locality
2. Lack of information on these plants and animals

7. BEHAVIOUR   BE

1. Whenever they need information they can access the portal and clarify their doubts regarding the species they have came across
2. They can browse the portal whenever they are free and learn about new and exiting things

3. TRIGGERS   TR

1. Having trouble to classify the animals whether it is carnivore, herbivore, omnivore
2. Being not able to determine the particular plant or animal is poisonous or not

4. EMOTIONS: BEFORE / AFTER   EM

- Before:
  1. Less Knowledge on flora & fauna
  2. Confusion in determining the plants & animals

- After:
  1. More Knowledge on flora & fauna
  2. No more confusion

10. YOUR SOLUTION   SL

1. The main aim is to create a recognition software using supervised learning which take the image of the flora and fauna as and give their latin names and commonly used names as an output to the users

8. CHANNELS of BEHAVIOUR   CH

8.1   ONLINE

1. Whenever they need to know information they can access the online resources to clarify doubts

8.2   OFFLINE

2. They can write their new discoveries offline when they researching and can later update whenever they want

Define CS, fit into CC

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

Identify strong TR & EM

Explore AS, differentiat

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

Identify strong TR & EM