Date	01 October 2022
Team ID	PNT2022TMID20770
Project Name	Digital Naturalist-AI Enabled Tool For Biodiversity
	Researchers
Maximum Marks	2 Marks

1. CUSTOMER SEGMENT(S)



- 1. Experience professionals and Inexperienced people who are willing tolearn about bio diversity.
- 2. People who go for hikes or trips to theforest areas and mountains.
- 3. Amateurs or Students or people wholike to learn more about the biodiversity.

2. JOBS-TO-BE-DONE / **PROBLEMS**



- 1. Fear of misidentification.
- 2. Need to know about at least the basics.
- 3. No knowledge or experience about bio diversity as the user is just starting to learn which can lead to confusion

They hear about new app with best features

bytheir friend or colleagues, or read about

news, or search the internet on their own.

6. CUSTOMER CONSTRAINTS



- 1.No knowledge about bio diversity.2.Cannot remember everything.
- 3. Not able to identify the plants andanimals

9. PROBLEM ROOT CAUSE



- 1. Need to depend on experts like Ornithologists, Zoologists, Botanist.
- 2. Users may not be a naturalist or just a student who just started to learn so they may not know any information.
- 3. Too much data cannot be stored by any human or they may forget or other due to any other problems like age.

5. AVAILABLE SOLUTIONS AS



- 1. Field naturalists always carry a guidebook around everywhere or seekshelp from experienced Ornithologist.
- 2. Get help from experienced people.3.Internet and other apps

7. BEHAVIOUR



- 1. Carry guide books or other notes to identify species.
- help 2. Get from experiencedprofessionals
- 3. Try to remember the species based onits feature.
- 4. Plant identifier.
- 5. Animal identifier

3. TRIGGERS

appin

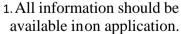


10. YOUR SOLUTION



8.CHANNELS OF BEHAVIOUR





- 2. Display Botanical names.
- 3. Display alert messages for



ONLINE

- 1. All features are accessible duringonline.
- 2. Search using the internet about

4. EMOTIONS: BEFORE / AFTER

EM

1.Before: Feel very sad to carry book always. They may hesitate to task help from experts. Sometime feels shame to ask help from experts

After: Feels happy no need carry heavy books. Feel proud because no need to seek help from experts.

plants/animals using different colors .
4. Small description about them .5.Rarities of the species

thespecies

OFFLINE

1.Get help from friends or professionals.2.Guidebook or they even take their own notes