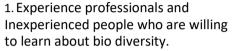
Date	02 October 2022
Team ID	PNT2022TMID20771
Project Name	Digital Naturalist-AI Enabled Tool For Biodiversity
	Researchers
Maximum Marks	2 Marks

# 1. CUSTOMER SEGMENT(S)





- 2. People who go for hikes or trips to the forest areas and mountains.
- 3. Amateurs or Students or people who like 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 by

# 6. CUSTOMER CONSTRAINTS



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

### 5. AVAILABLE SOLUTIONS



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

### 9. PROBLEM ROOT CAUSE



- 1. Need to depend on experts like Ornitologists, Zoolagists, 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.

# 7. BEHAVIOUR



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

# 3. TRIGGERS



ΕM

# **10. YOUR SOLUTION**



### 1. All information should be available in on application.

- 2. Display Botanical names.
- 3. Display alert messages for plants/animals using different colors.
- 4. Small description about them .
- 5. Rarities of the species

### **8.CHANNELS of BEHAVIOUR**



onlineExtract offline CH of BE

### **ONLINE**

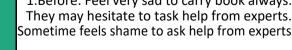
- 1. All features are accessible during
- 2. Search using the internet about the species

#### **OFFLINE**

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

# 4. EMOTIONS: BEFORE / AFTER 1.Before: Feel very sad to carry book always. They may hesitate to task help from experts.





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

