

Problem – Solution Fit

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> ✓ <i>Field naturalists.</i> ✓ <i>Hikers.</i> 	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> ✓ <i>Lack of reliable data.</i> ✓ <i>Network connection.</i> 	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> <ul style="list-style-type: none"> ✓ <i>Guidebooks.</i> ✓ <i>Internet exploration.</i> 	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> <ul style="list-style-type: none"> ✓ <i>Difficulty in identifying flora and fauna species.</i> ✓ <i>Inability to confirm the credibility of information.</i> 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> ✓ <i>Unaware of certain species.</i> ✓ <i>Abundance of information leading to confusion.</i> 	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> <ul style="list-style-type: none"> ✓ <i>Refer handbooks and guides.</i> ✓ <i>Enquire fellow field naturalists or hikers.</i> 	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> ✓ <i>Lack of Knowledge.</i> ✓ <i>Curiosity.</i> 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> ✓ <i>A web application built based on CNN that identifies and classifies species of birds, flowers and mammals and provides precise information about the same when an image is been given.</i> 	8. CHANNELS of BEHAVIOR CH <div>ONLINE</div> <ul style="list-style-type: none"> ✓ <i>Immediate accessibility irrespective of place and time.</i> 	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> <ul style="list-style-type: none"> ✓ <i>Before - Inquisitive.</i> ✓ <i>After - Contented, Insightful.</i> 		<div>OFFLINE</div> <ul style="list-style-type: none"> ✓ <i>Access of previously downloaded information.</i> 	