Problem-Solution fit canvas 2.0

Digital naturalist AI enabled tool for biodiversity researchers

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Botanist:
Focuses on flora and their nature with respect to different environments.

Zoologist:
Focuses on fauna and their behavior with respect to different scenarios.

Naturalist:
Focuses on different life forms and their surroundings.

6. CUSTOMER CONSTRAINTS — CC

Constraints:

1) Network issues in remote area
2) Difficult to generate huge data sets

5. AVAILABLE SOLUTIONS — AS

Available Solutions:

1) Classification of images using deep learning.
2) UI interface

Pros:
Able to classify most of the flora and fauna

Cons:
Less accuracy in classification

Explore AS,

Ty

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Problems:
> Fear of misidentification of species
> Not much knowledge on biodiversity

Jobs to be done:
> Giving the necessary details of any species to classify it
> Solving the customer's uncertainties

9. PROBLEM ROOT CAUSE — RC

When venturing into the woods, field naturalists usually rely on common approaches like always carrying a guidebook around everywhere or seeking help from experienced ornithologists. There should be a handy tool for them to capture, identify and share the beauty to the outside world.

7. BEHAVIOUR — BE

The customer will make use of the developed web app to find the necessary information about the flora and fauna she/he needs, to proceed with their research by image recognition and identification using artificial intelligence.

They may also make use of google and google lens, to learn more about the different species in nature.

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

Identify strong TR & EM

3. TRIGGERS — TR

Someone is considerably more likely to install solar panels on their home if others in their area have already installed themSome study provide clear evidence of a statistically and economically significant effect. what leads to the increase: visibility and word-of-mouth. "If my neighbor installs a solar panel and tells me he's saving money and he's really excited about it, it's likely I'll go ahead and do the same thing." . "Then there are others who'll install because they don't want to be one-upped by their neighbors."

4.EMOTIONS: BEFORE/AFTER — EM

Great Customer Service Can Be an Asset to Your Business. Hence, any strong business will look to harness the power of customer service to develop positive relationships with the clients. But if you are a proactive company, you will keep asking the questions ,"What is good customer service?" Problems, queries, and complaints, you never know what's in store for you next. Some days you could be solving customer problems for one distressed client,whereas other days can feel like a train wreck. And your job is to salvage it all. And end it all on a high note And hence it is important to determine the emotion of a customer before serving him and it is also necessary to ensure that he is satisfied after service

10. YOUR SOLUTION — SL

In this project, we are creating a web application which uses a deep learning model, trained on different species of birds, flowers and mammals and get the prediction of the bird when an image is given. Field naturalists can only use this web app from anywhere to identify the birds, flowers, mammals and other species they see on their hikes, canoe trips and other excursions.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

1) Search using internet about the species
2) Apps/ websites/ social media platforms

8.2 OFFLINE

1) Get help from friends or professionals
2) Guidebook or any notes maintained by them

Extract online & offline CH of BE