

Project Design Phase-I
Proposed Solution Template

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Team ID	22456-1659852338
Project Name	Digital Naturalist - AI Enabled tool for Biodiversity Researchers

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	<p>A naturalist is someone who studies the patterns of nature, identifies a different kind of flora and fauna in nature.</p> <p>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.</p> <p>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.</p>
2.	Idea / Solution description	To collect images and information from ornithologists and other sources about different flora and fauna to train a deep learning model to predict the species for the given image using a web application.
3.	Novelty / Uniqueness	create a web application which consists of information about different flora and fauna which will serve as a guide for digital naturalists on their hikes.
4.	Social Impact / Customer Satisfaction	<p>The impact that naturalism has left on society is colossal, leading to the evolution of the modern movement. Generally, naturalistic works expose dark sides of life such as prejudice, racism, poverty, prostitution, filth, and disease which may not be of public interest leading to various difference in opinion and in turn conflicts .</p> <p>But apart from all these the happiness that they get when a customer is satisfied because of</p>

		<p>their ideologies is unmatchedable . A few ways to improve customer satisfactions in major field works are :</p> <ul style="list-style-type: none"> ● How predictive analytics can reshape customer experience in field services ● Personalization for customers ● Equipping co-naturalists with better knowledge ● Work Assignment ● Anticipate Service Requests ● Optimize Business Operations
5.	Business Model (Revenue Model)	<p>Field Naturalists and conservation groups will be benefited which can generate revenue. Revenue can also come from affiliate marketing. Advertisements can also add to the revenue of the product.</p>
6.	Scalability of the Solution	<p>This can be used by any naturalists, archaeologists, ecologists, biologists, other scientists and curious laymen to reduce the time of identification of the species to progress with their research or work. Society of Scientists, researchers, knowledge seekers or students can attract better. Thus, it is very much scalable and efficient for a long period of time, as the database can be regularly updated and can be used anywhere, anytime by the users.</p>