Project Design Phase-I – Solution Fit Template

Project Title: Digital Naturalist - AI Enabled tool for Biodiversity Researchers   **Team ID:** PNT2022TMID04681

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) **CS**	6. CUSTOMER CONSTRAINTS **CC**	5. AVAILABLE SOLUTIONS **AS**	Explore AS, differentiate
	• People who go for trekking, hiking and excursions in forest areas. • Those who wants to know about the biodiversity. • Ornithologist, Botanist, Zoologist, Hiker, research people and tourists.	• Cannot remember every species. • May have confusions on deciding the specific species. • Insufficient knowledge about the biodiversity.	• Carrying a guidebook to everywhere we go. • Accompanying an experienced people. • Using AI to classify the species.	

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS **J&P**	9. PROBLEM ROOT CAUSE **RC**	7. BEHAVIOUR: **BE**	Focus on J&P, tap into BE, understand RC
	• Cannot find the exact habitat of species in biodiversity. • Unable to identify certain sub species of plants and animals. • No knowledge or experience about the biodiversity as the user is just starting to learn about the biodiversity.	• Too much of data cannot be memorized by human. • User may not have any experience about the biodiversity of the specific area. • Eventhough books are available, it is difficult to identify the species.	• Volunteering for works where we can directly work with wildlife. • Finding rare and endangered species of flora and fauna and help them navigate in current.	

3. TRIGGERS   TR

During an excursion or hiking or some trip to the forest, if a nearby person uses the app, then the person also will go for a try to know about the plants and animals what they are seeing through their eyes.

4. EMOTIONS: BEFORE / AFTER   EM

At first, they find it difficult to carry the books everywhere they go into the woods. There may be chances of rain. They find it difficult to search through the books to identify it.

After the web app, they will just take a picture of the species and the name will be displayed in a flash. They will really enjoy it.

10. YOUR SOLUTION   SL

- All information about the species should be displayed.
- Medical benefits of the plants can be displayed.
- Small description about them could also be displayed on scanning the species

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8.CHANNELS of BEHAVIOUR   CH

8.1 ONLINE

- Searching through the internet to know about the species.
- Using a web app to identify the species.

8.2 OFFLINE

- Get help from experienced people.
- Carrying guide.