

## Project Design Phase-I Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID07192
Project Name	Digital Naturalist - AI Enabled tool for Biodiversity Researchers
Maximum Marks	2 Marks

### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

### Purpose:

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- **Understand the existing situation in order to improve it for your target group.**

### Problem-Solution fit canvas 2.0

Digital naturalist AI enabled tool for biodiversity researchers

Define CS, fit into	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right;">CS</span> <ul style="list-style-type: none"> <li>Archaeologist</li> <li>Ornithologist</li> <li>Entomologist</li> <li>Common people</li> </ul>	<b>6. CUSTOMER</b> <span style="float: right;">CC</span> <ul style="list-style-type: none"> <li><b>Anxiety</b>-customer began to get anxious when they still no idea about what they have found.</li> <li><b>Mysteries</b>-they might Called it mysteries which they can't able to conclude it (founded thing) and give up.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right;">AS</span> <ul style="list-style-type: none"> <li>By searching in books, e-books, online websites etc...</li> <li>By gathering the information from the peoples and come to understanding.</li> </ul>	Explore AS,
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right;">J&amp;P</span> <ul style="list-style-type: none"> <li>Solving the customer doubts about the flora and fauna.</li> <li>Giving the necessary information for particular thing which needs for customer</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span style="float: right;">RC</span> <ul style="list-style-type: none"> <li>Lack of study in the sequence of things</li> <li>Unaware of the object</li> <li>New to environment</li> </ul>	<b>7. BEHAVIOUR</b> <span style="float: right;">BE</span> <p>When the user Don't have the knowledge about particular thing (flora and fauna) this kind of situation occurs.</p>	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span style="float: right;">TR</span> <ul style="list-style-type: none"> <li>Seeking for self-gratification by identity the thing</li> <li>To help peoples to get extra knowledge about the thing in (flora and fauna)</li> </ul>	<b>10. YOUR SOLUTION</b> <span style="float: right;">SL</span> <p>This system is built by using the image/object recognition and classification neural network. By using this system, we can capture the image of any animals and plants and can obtain the information about the flora and fauna at any time.</p>	<b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right;">CH</span> <p>8.1 ONLINE</p> <ul style="list-style-type: none"> <li>Online websites</li> <li>Social media platforms</li> </ul> <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> <li>Customer throw words</li> </ul>	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right;">EM</span> <ul style="list-style-type: none"> <li><b>Before:</b> unease about something with an uncertain outcome (showing worry)</li> <li><b>After:</b> pleasure of blessedness and brightness in face.</li> </ul>			

