

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Ornithologist Students Hikers Migrators Biologist Zoologist Tourister Research people 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Network issues Insufficient knowledge about the biodiversity. Cannot remember all the basic life saving tips Making observations among species. 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Need to always carry a guidebook around everywhere Internet databases where we must search for certain species from the mountain of images from the web using modern algorithms. Usage of ai to tackle different complex difficulties in the wildlife. 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Unable to identify sub species of certain amphibians or birds. Cannot find a suitable place to work in the workplace Cannot find the exact habitat of certain species. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> complexities in identification Information gathering Need to depend on external resources Large dataset Money problem Depend upon Guide 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Volunteering for jobs where we can actively work with wildlife Finding rare and endangered species of flora and fauna and help them navigate in current 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Save nature Save Endangered Species Expanding the lifespan of certain species through medicine Helps to gather aerial species away from places where they are prone to tower kill or other dangers 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> It can be in offline mode All information about the Species should be displayed. Medical Benefits of different plants can be displayed. Display alert messages for plants/animals Display alert messages for plants and animals. 	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE <ul style="list-style-type: none"> Capture image and search it Browse using the internet 8.2 OFFLINE <ul style="list-style-type: none"> Hand notes Getting the information from experienced user 	Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER

EM

- Co2 to o2
- Imbalanced world to sustainable world
- Accumulation of waste to renewable energy

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