

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

**Project Title: Digital Naturalist - AI Enabled tool for Biodiversity Researchers.**

**Team ID: PNT2022TMID30160**

Define CS, fit CC	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> <p>1.Experience professionals and Inexperienced people who are willing to learn about bio diversity.</p> <p>2. People who go for hikes or trips to the forest areas and mountains.</p> <p>3. Amateurs or Students or people who like to learn more about the biodiversity.</p>	<b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b> <p>1.No knowledge about bio diversity.</p> <p>2.Cannot remember everything.</p> <p>3.Not able to identify the plants and animals</p>	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> <p>1.Field naturalists always carry a guidebook around everywhere or seeks help from experienced Ornithologist.</p> <p>2.Get help from experienced people.</p> <p>3.Internet and other apps</p>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b> <p>1.Fear of misidentification.</p> <p>2.Need to know about at least the basics.</p> <p>3.No knowledge or experience about bio diversity as the user is just starting to learn which can lead to confusion</p>	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> <p>1.Need to depend on experts like Ornithologists, Zoologists, Botanist.</p> <p>2.Users may not be a naturalist or just a student who just started to learn so they may not know any information.</p> <p>3. Too much data cannot be stored by any human or they may forget or other due to any other problems like age.</p>	<b>7. BEHAVIOUR</b> <b>BE</b> <p>1.Carry guide books or other notes to identify species.</p> <p>2.Get help from experienced professionals</p> <p>3.Try to remember the species based on its feature.</p> <p>4.Plant identifier.</p> <p>5.Animal identifier</p>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR&EM	<b>3. TRIGGERS</b> <b>TR</b> <p>They hear about new app with best features by their friend or colleagues, or read about app in news, or search the internet on their own.</p>	<b>10. YOUR SOLUTION</b> <b>SL</b> <p>1.All information should be available in on application.</p> <p>2. Display Botanical names .</p> <p>3.Display alert messages for plants/animals using different colors .</p> <p>4. Small description about them .</p> <p>5.Rarities of the species</p>	<b>8.CHANNELS of BEHAVIOUR</b> <b>CH</b> <p><b>ONLINE</b></p> <p>1. All features are accessible during online.</p> <p>2. Search using the internet about the species</p> <p><b>OFFLINE</b></p> <p>1.Get help from friends or professionals.</p> <p>2.Guidebook or they even take their own notes</p>	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> <p>1.Before: Feel very sad to carry book always. They may hesitate to task help from experts. Sometime feels shame to ask help from experts</p> <p>After: Feels happy no need carry heavy books. Feel proud because no need to seek help from experts.</p>			