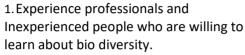
Date	01 October 2022
Team ID	PNT2022TMID30160
Project Name	Digital Naturalist-AI Enabled Tool For Biodiversity
	Researchers
Maximum Marks	2 Marks

1. CUSTOMER SEGMENT(S)





- 2. People who go for hikes or trips to the forest areas and mountains.
- 3. Amateurs or Students or people who like to learn more about the biodiversity.

2. JOBS-TO-BE-DONE / PROBLEMS



- 1. Fear of misidentification.
- 2. Need to know about at least the basics.
- 3. No knowledge or experience about bio diversity as the user is just starting to learn which can lead to confusion

They hear about new app with best features by

their friend or colleagues, or read about appir

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

news, or search the internet on their own.

4. EMOTIONS: BEFORE / AFTER

6. CUSTOMER CONSTRAINTS



- 1.No knowledge about bio diversity.
- 2. Cannot remember everything.

9. PROBLEM ROOT CAUSE

3. Not able to identify the plants and animals

1.Need to depend on experts like

2. Users may not be a naturalist or just a

student who just started to learn so they

3. Too much data cannot be stored by

any human or they may forget or other

due to any other problems like age.

Ornitologists, Zoolagists, Botanist.

may not know any information.

5. AVAILABLE SOLUTIONS



- 1. Field naturalists always carry a guidebook around everywhere or seeks help from experienced Ornithologist.
- 2. Get help from experienced people.
- 3.Internet and other apps

7. BEHAVIOUR



Explore AS, differentiate

- 1. Carry guide books or other notes to identify species.
- help 2.Get from experienced professionals
- 3. Try to remember the species based on its feature.
- 4. Plant identifier.
- 5. Animal identifier

3. TRIGGERS



ΕM

10. YOUR SOLUTION



- 1. All information should be available in on application.
- 2. Display Botanical names.
- 3. Display alert messages for plants/animals using different colors.
- 4. Small description about them .
- 5. Rarities of the species

8.CHANNELS of BEHAVIOUR



Extract online & offline CH of BE

ONLINE

- 1. All features are accessible during online.
- 2. Search using the internet about the species

OFFLINE

- 1.Get help from friends or professionals.
- 2.Guidebook or they even take their own notes

After: Feels happy no need carry heavy books. Feel proud because no need to seek help from

experts.