

## Project Design Phase-I Problem Solution Fit

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

Define CS, fit CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ol style="list-style-type: none"> <li>Experience professionals and Inexperienced people who are willing to learn about bio diversity.</li> <li>People who go for hikes or trips to the forest areas and mountains.</li> <li>Amateurs or Students or people who like to learn more about the biodiversity.</li> </ol>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ol style="list-style-type: none"> <li>No knowledge about bio diversity.</li> <li>Cannot remember everything.</li> <li>Not able to identify the plants and animals</li> </ol>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <ol style="list-style-type: none"> <li>Field naturalists always carry a guidebook around everywhere or seeks help from experienced Ornithologist.</li> <li>Get help from experienced people.</li> <li>Internet and other apps</li> </ol>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ol style="list-style-type: none"> <li>Fear of misidentification.</li> <li>Need to know about at least the basics.</li> <li>No knowledge or experience about bio diversity as the user is just starting to learn which can lead to confusion</li> </ol>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ol style="list-style-type: none"> <li>Need to depend on experts like Ornithologists, Zoologists, Botanist.</li> <li>Users may not be a naturalist or just a student who just started to learn so they may not know any information.</li> <li>Too much data cannot be stored by any human or they may forget or other due to any other problems like age.</li> </ol>	<b>7. BEHAVIOUR</b> <span>BE</span> <ol style="list-style-type: none"> <li>Carry guide books or other notes to identify species.</li> <li>Get help from experienced professionals</li> <li>Try to remember the species based on its feature.</li> <li>Plant identifier.</li> <li>Animal identifier</li> </ol>	Focus on J&P, tap into BE,
Identify strong TR&EM	<b>3. TRIGGERS</b> <span>TR</span> <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> <span>SL</span> <ol style="list-style-type: none"> <li>All information should be available in on application.</li> <li>Display Botanical names .</li> <li>Display alert messages for plants/animals using different colors .</li> <li>Small description about them .</li> <li>Rarities of the species</li> </ol>	<b>8.CHANNELS of BEHAVIOUR</b> <span>CH</span> <p><b>ONLINE</b></p> <ol style="list-style-type: none"> <li>All features are accessible during online.</li> <li>Search using the internet about the species</li> </ol> <p><b>OFFLINE</b></p> <ol style="list-style-type: none"> <li>Get help from friends or professionals.</li> <li>Guidebook or they even take their own notes</li> </ol>	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <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>			