1. CUSTOMER SEGMENT(S)

CS **6. CUSTOMER CONSTRAINTS**

CC **5. AVAILABLE SOLUTIONS**



1.Experience professionals and Inexperienced people who are willing to learn about bio diversity.

- 1.No knowledge about bio diversity.
- 2. Cannot remember everything.
- 3.Not able to identify the plants and animals
- 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

forest areas and mountains. 3. Amateurs or Students or people who

like to learn more about the biodiversity.

2. People who go for hikes or trips to the

2. JOBS-TO-BE-DONE / PROBLEMS







Explore AS, differentiate

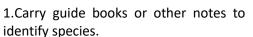
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- 1. Fear of misidentification.
- 2.Need to know about at least the basics.
- 3.No knowledge or experience about bio diversity as the user is just starting to learn which can lead to confusion

9. PROBLEM ROOT CAUSE

- 1.Need to depend on experts like Ornitologists, Zoolagists, Botanist.
- 2. Users may not be a naturalist or just a student who just started to learn so they may not know any information.
- 3. Too much data cannot be stored by any human or they may forget or other due to any other problems like age.

7. BEHAVIOUR



- 2.Get help from experienced professionals
- 3. Try to remember the species based on its feature.
- 4.Plant identifier.
- 5. Animal identifier

3. TRIGGERS



J&P

10. YOUR SOLUTION



RC



Extract online & offline CH of BE

- 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.
- 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

ONLINE

1. All features are accessible during online.

8. CHANNELS of BEHAVIOUR

2. Search using the internet about the species

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

4. EMOTIONS: BEFORE / AFTER



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

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

OFFLINE