

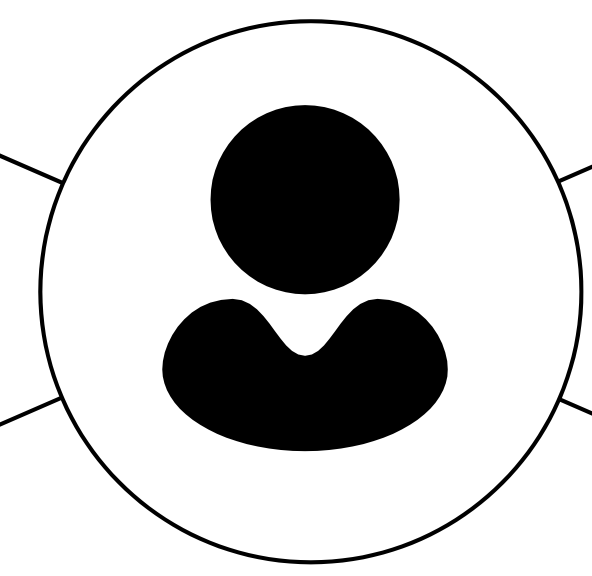
# Ideation Phase

## Empathize & Discover

Date	21 September 2022
Team ID	PNT2022TMID23849
Project Name	Data Naturalist-AI Enabled tool for Biodiversity Researchers
Maximum Marks	4 Marks

*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

**PAIN**

fears  
frustrations  
obstacles

**GAIN**

"wants" / needs  
measures of success  
obstacles

Carrying  
guidebooks and  
using other  
conventional  
methods is tiring

Inability to  
identify flora  
or fauna

Getting accurate  
information  
about the  
identified  
species

You should  
bring along a  
naturalist while  
venturing into  
the forest

You should  
learn more  
about the  
flora and  
fauna and be  
able to

You should  
bring along the  
appropriate  
resources to  
identify the  
species

Various  
types of  
flora and  
fauna

Accurate and  
Timely  
identification  
of the species

Sharing  
information  
and pictures  
of the  
identified

Easy and  
quickly  
accessible  
web  
application

Accurate  
prediction

Automatically  
detect and  
identify the  
species of the  
flora or fauna

Proper  
information  
about the  
species  
identified

The model  
being unable  
to predict  
certain  
species

Reduction  
in accuracy

Small  
dataset

Ease of  
Access

High  
accuracy of  
prediction

Fast Results

Proper display  
of information