

Project Design Phase-I - Solution Fit Template

Project title: Digital Naturalist - AI Enabled tool for Biodiversity Researchers

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Define CS, fit into	1. CUSTOMER SEGMENT(S) CS 1) People who go for hikes or trips to the forest areas and mountains. 2) Amateurs or Students or people who like to learn more about the biodiversity 3) Experienced professionals and Inexperienced people who are willing to learn about bio diversity.	6. CUSTOMER CC <ul style="list-style-type: none"> Cannot remember everything Inexperience Fear No knowledge about bio diversity Confusion Not able to identify the plants and animals 	5. AVAILABLE SOLUTIONS AS <ol style="list-style-type: none"> Carry a guidebook to identify the species. Get help from experienced people Internet Other apps <p>There are various disadvantages in these methods such as books can be damaged or weigh a lot, cannot find the right person</p>	Explore AS, Focus on J&P, tap into BE, understand
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ol style="list-style-type: none"> Cannot remember everything as it is too much No knowledge or experience about bio diversity as the user is just starting to learn which can lead to confusion or fear Fear of misidentification. Need to know about at least the basics. 	9. PROBLEM ROOT CAUSE RC <ol style="list-style-type: none"> Too much data cannot be stored by any human or they may forget or other due to any other problems like age. Users may not be a naturalist or just a student who just started to learn so they may not know any information. Inexperience or no education Need to learn as they can gain knowledge and experience 	7. BEHAVIOUR BE <u>Direct</u> 1) Carry guide books or other notes to identify species. 2) Get help from experienced professionals 3) Try to remember the species based on its feature based on the characteristics or common knowledge 4) Notes, both digital or notebooks 5) Try to use other apps for identification <u>Indirect</u> Either start learning about bio-diversity or research on the internet	
Identify strong TR & EM	3. TRIGGERS TR 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.	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Display Botanical names Display alert messages for plants/animals using different colors Small description about them Rarities of the species What disease does the plant cure? <p>With these solutions they gain knowledge and identify the species correctly without anyone's help.</p>	8. CHANNELS of BEHAVIOUR CH <u>ONLINE</u> <ol style="list-style-type: none"> Search using the internet about the species Apps or websites <u>OFFLINE</u> <ol style="list-style-type: none"> Get help from friends or professionals Guidebook or they even take their own notes 	Extract online & offline CH of
	4. EMOTIONS: BEFORE / AFTER EM <ol style="list-style-type: none"> Inexperienced → start to gain knowledge and experience Fear → confident Confusion → Clear 			