Project Design Phase-I
Problem Solution Fit

Date	09 nov 2022
Team ID	PNT2022TMID51283
Project Name	Digital Naturalist-AI Enabled Tool For Biodiversity Researchers
Maximum Marks	2 Marks

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Define CS, fit CC

1. CUSTOMER SEGMENT(S) CS

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

6. CUSTOMER CONSTRAINTS CC

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

5. AVAILABLE SOLUTIONS AS

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

Explore AS, differentiate

Focus on J&P, tap into BE,

2. JOBS-TO-BE-DONE / PROBLEMS J&P

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 RC

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 BE

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.
4. Plant identifier.
5. Animal identifier

Focus on J&P, tap into BE,

Identify strong TR&EM

3. TRIGGERS TR

They hear about new app with best features by their friend or colleagues, or read about appin news, or search the internet on their own.

4. EMOTIONS: BEFORE / AFTER EM

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.

10. YOUR SOLUTION SL

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 .
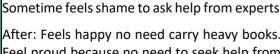5. Rarities of the species
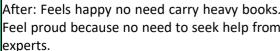
8. CHANNELS of BEHAVIOUR CH

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

Extract online & offline CH of BE