Define CS, fit into CC

1. CUSTOMER SEGMENT(S) | CS

- Botanists
- Wildlife-photographers
- Trekkers
- Ornithologists
- Hikers
- Naturalists
- Mountaineer
- Backpackers

6. CUSTOMER CONSTRAINTS | CC

- Inability to store massive amounts of jargons and information about flora & fauna in mind
- Unavailability of an one-stop solution for different species of both flora and fauna

5. AVAILABLE SOLUTIONS | AS

- Accessing state government tourism portal to know about native species
- Asking native people
- Travel archives and Encyclopedia
- Flora-fauna information crash course

Explore AS, differentiat

Focus on J&P, tap into BE, understand RC

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

- There is a need for a way to analyze and identify the type of living beings in a particular environment a person finds themselves in, so that they can gain knowledge about different species.
- There should be a recognition software that is able to recognize the species in any given angle.

9. PROBLEM ROOT CAUSE | RC

- Unavailability of information regarding the local flora and fauna
- There is very less knowledge about the animals and plants living in the locality

7. BEHAVIOUR | BE

- In their free time they browse through various sources to gain knowledge about the local flora and fauna
- Whenever they need help onsite, access the online resources to clarify their doubts regarding the encountered species

Focus on J&P, tap into BE, understand RC

3.TRIGGERS | TR

- Unable to determine whether a particular species of plant is poisonous or not while camping

- Havingtroublespecifying the classof animals such as herbivore, carnivore, omnivore

10. YOUR SOLUTION | SL

The aim is to develop a recognition software using the concept of supervised learning that takes in the image of various species as the inputand provides the species name as output.

8.CHANNELS of BEHAVIOUR | CH

8.1   ONLINE

- Whenever they need help onsite, access the online resources to clarify their doubts regardingthe encountered species

8.2   OFFLINE

4.EMOTIONS: BEFORE / AFTER `EM`

Before: –

lost,

– Frustrated, – &

confused – After:

– enlightened,

– Relieved,

– & confident

– In their free time they browse through various sources to gain knowledge about the local flora and fauna