

Project Design Phase-I Problem Solution Fit

Date	01 October 2022
Team ID	PNT2022TMID54329
Project Name	Digital Naturalist-AI Enabled Tool For Biodiversity Researchers
Maximum Marks	2 Marks

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.

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

Focus on J&P, tap into BE,

6. CUSTOMER CONSTRAINTS

CC

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

9. PROBLEM ROOT CAUSE

RC

- 1.Need to depend on experts like Ornithologists, Zoologists, 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.

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

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

Explore AS, differentiate

Focus on J&P, tap into BE,

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.

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.

Identify strong TR&EM

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