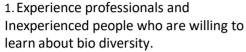
Project Design Phase-I Problem Solution Fit

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

1. CUSTOMER SEGMENT(S)





- 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



- 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

6. CUSTOMER CONSTRAINTS



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

9. PROBLEM ROOT CAUSE



- 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.

5. AVAILABLE SOLUTIONS



- 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



xplore AS, differentiate

- 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

3. TRIGGERS





10. YOUR SOLUTION



- 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



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







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

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.

After: Feels happy no need carry heavy books. Feel proud because no need to seek help from experts.



own notes