

1. CUSTOMER SEGMENT(S)

CS

The people who admires nature and their intention is to be know about nature things.
They are travelers from one place to another place.their need is information about what they see In nature

6. CUSTOMER CONSTRAINTS

CC

Network connection about web search
Available devices for running application

5. AVAILABLE SOLUTIONS

AS

Web application that carries more information about the biodiversity.
Researches on the website
Mobile application with sensor camera to capture the biodiversity for its research.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

A handy guide book that contains information about nature and biodiversity.
They need a mobile application for knowing about biodiversity

9. PROBLEMROOT CAUSE

RC

The problem is comes when they worries about knowing about natural things and endangered animals.

7. BEHAVIOUR

BE

Find a good application and do digital researches in that application

Identify strong TR & EM

3. TRIGGERS

TR

They every time going for a guide book or call a ornithologist.
It can be an issue for them.

4. EMOTIONS: BEFORE / AFTER

EM

BEFORE:
Worrying about offline Research
Accessing information in the hard way
AFTER:
Easy access to the information

10. YOUR SOLUTION

Creating a web page that gives information about nature and help to be a digital naturalist

SL

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE
They add image to the internet.
Researches
Digital information that can uploaded by customer.

8.2 OFFLINE
They see and capture the image

Extract online & offline CH of BE