Project Title: Digital Naturalist - AI Enabled tool for Biodiversity Researchers

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Define CS, fit into CC	1. CUSTOMER SEGMENT(S) **CS**	6. CUSTOMER CONSTRAINTS **CC**	5. AVAILABLE SOLUTIONS **AS**	Explore AS, differentiat
	- Botanists - Wildlife-photographers - Trekkers - Ornithologists - Hikers - Naturalists - Mountaineer - Backpackers	- 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	- Accessing state government tourism portal to know about native species - Asking native people - Travel archives and Encyclopedia - Flora-fauna information crash course	

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS **J&P**	9. PROBLEM ROOT CAUSE **RC**	7. BEHAVIOUR **BE**	Focus on J&P, tap into BE, understand RC
	- 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.	- Unavailability of information regarding the local flora and fauna - There is very less knowledge about the animals and plants living in the locality	- 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	

Identify strong TR & EM	3. TRIGGERS **TR**	10. YOUR SOLUTION	8. CHANNELS of BEHAVIOUR **CH**	Identify strong TR & EM
	- Unable to determine whether a particular species of plant is poisonous or not while camping - Having trouble specifying the class of animals such as herbivore, carnivore, omnivore	**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 input and provides the species name as output.	**8.1 ONLINE** - Whenever they need help onsite, access the online resources to clarify their doubts regarding the encountered species **8.2 OFFLINE** - In their free time they browse through various sources to gain knowledge about the local flora and fauna	

4. EMOTIONS: BEFORE / AFTER `EM`

- Before:
    - Frustrated,
    - lost,
    - & confused
- After:
    - Relieved,
    - enlightened,
    - & confident