Project Design Phase-I – Problem Solution Fit

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Naturalists/Hikers and Researchers who explore untamed areas to study about different species of flora and fauna .
Tourists or Travelers from various parts of the world .

6. CUSTOMER CONSTRAINTS   CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Dataset collection that encapsulates all known species is difficult to acquire and identify all species.
Image quality to accurately identify species based on features.

5. AVAILABLE SOLUTIONS   AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

PUBLIC SIDE : A handy tool to identify, capture and share the beauty of nature to the world.
ORGANIZATION SIDE : Deploy a Real-time web application that continually trains the model to accurately identify all flora and fauna.

Explore AS, differentiate

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

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

Which jobs-to-be-done (or problems) do you address for your customers?
There could be more than one; explore different sides.

Regularly training the model to update new species and hybrid species.
Advancements in Image processing to accurately identify and distinguish species.
User-Friendly UI that has a variety of features like customer support or a unique feature like a customer support bot.

9. PROBLEM ROOT CAUSE   RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Close encounters with dangerous animals which can be venomous or plants that can attack humans when touched.

A novice who is looking to learn can easily be harmed due to lack of experience and inability to distinguish between harmful and harmless plants/animals.

7. BEHAVIOUR   BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Can immediately contact a nearby NGO or Non-Profit organizations like (WWF) or the general public
The non-profit organizations could use the tool as a cross-reference or validate the results and verify the working of the tool,can even assist in identifying poor quality images in regions that have devices with poor camera quality.

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

Identify strong TR & EM

3. TRIGGERS   TR

What triggers customers to act? i.e. seeing their neighbour installing

Non-profit organizations that address endangered species, nature channels like Animal planet enables each individual to explore nature's gifts.

4. EMOTIONS: BEFORE / AFTER   EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design

Before : Fear of stepping into difficult environments, close encounters with harmful insects, animals.
After : Having an experience, learn without risks.

10. YOUR SOLUTION   SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Deploying a web application with a deep learning model to identify and distinguish between species. Deploying in a cloud platform and interfacing with a HTML cum Python web interface helps camera image inputs to extract features and identify species in a User-friendly manner.

8. CHANNELS of BEHAVIOUR   CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Can intimate customer about any newfound fact/species and recent updates/facts about a trendy topic of wildlife or Biodiversity.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7

Spreading awareness on endangered species and helping non-profit organizations to address issues on environmental pollution.

Extract online & offline CH of BE