

Project Design Phase-I

Problem Solution - fit

Date	7 Oct 2022
Team ID	PNT2022TMID07956
Project Name	Digital Naturalist - AI Enabled Tool for Biodiversity Researchers
Maximum Marks	2 Marks

Problem – Solution Fit Template: The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioural patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behaviour.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem behaviour fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ Understand the existing situation in order to improve it for your target group.


Project Title: Digital Naturalist-AI Enabled Tool For Bio-Diversity Researchers		Team ID: PNT2022TMID 07956	
Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids Tourists and Naturalists who wants to know about the species they see while they travel through the forest.	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. -It is expensive to hire a guide to help along the travel. -It not possible to get information about species without external help.	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. Prediction of species using ANN algorithms Pros: -More accurate Cons: -Less effective -Takes more time
	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. -People are unaware of the dangers a species can posses. -People don't know the benefits of a species.	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. -Sometimes people will travel into the forest without proper guidance. -Traveling into the forest without getting help from others.	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) -People refer to guide books which may take a lot of time. -People approach professionals after they return after they return from the forest.
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Knowing about its efficient process through social media, people tend to use the application.	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. Developing an application which can be used to identify and get information about the species efficiently and faster.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Search information on commonly spotted species beforehand. 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Carry guide books and research notes of other researchers and naturalist.
	4. EMOTIONS: BEFORE / AFTER EM BEFORE: People had gone through hardships to get information on species. AFTER: They will know confidently know whether to approach a species or not.		

Identify strong TR & EM

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

Extract online & offline CH of BE

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