Problem-Solution fit canvas 2.0

Digital Naturalist - AI Enabled Tool For Biodiversity Researchers

1. CUSTOMER SEGMENT(S) — CS

Define CS, fit into

- Archaeologist
- Ornithologist
- Entomologist
- Common people

6. CUSTOMER CONSTRAINTS — Cc

Furious-It makes furious on not getting an idea of new things.
Fizzle-Not completing an ideas properly

5. AVAILABLE — A

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

Explore AS,

- By searching in books, e-books, online websites etc...
- By gathering the information from the peoples and come understanding

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.

Focus on J&P, tap into BE, understand

- Customer satisfaction is more important
- Providing the correct information to the researchers & customers, wildlife photographers
- easily accessible and it should be more user friendly
- negotiating the unwanted stuffs

9. PROBLEM ROOT CAUSE — R

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.

- Too much of data cannot be stored by any human or they may forgot
- Need depend on experts
- Lack of study in the sequence of things
- Unaware of the object
- New to environment

7. BEHAVIOUR — B

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)

Focus on J&P, tap into BE, understand

- When the user Don't have the knowledge about particular thing (flora and fauna) this kind of situation occurs.
- In important situation not gaining the proper information

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.

Define CS, fit into CL

- Seeking for self-gratification by identity the thing
- Enthusiastic on learning new things
- To help peoples to get extra knowledge about the
- thing in (flora and fauna)

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-Knowledge about the wildlife and flora and fauna will be quite lesser
AFTER-Gaining more information by a resource Will make a satisfaction on getting it

10. YOUR SOLUTION — SL

What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.

In this project, we are creating a web application which uses a deep learning model, trained on different species of birds, flowers and mammals (2 subclasses in each for a quick understanding) and get the prediction of the bird when an image is been given

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.

8.1 ONLINE CHANNELS — CH

What kind of actions do customers take online? Extract online channels from box #7 Behaviour

Explore AS, differentiate

- All features are accessible during online
- Using the internet search the species
- Social media we can get the resource

8.2 OFFLINE CHANNELS — CH

What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.

- Using the guide books we can take the information about the species
- Collecting the information from the tourist guide will be more help full