

## Project Design Phase Problem – Solution Fit Template

Date	27th January 2025
Team ID	LTVIP2025TMID36392
Project Name	Enchanted Wing: Marvels of Butterfly Species
Maximum Marks	2 Marks

### What is the problem you identified?

Biology students and researchers struggle to identify butterfly species accurately. Manual methods are slow, confusing due to visual similarities, and require expert knowledge, making the process time-consuming and less efficient.

### Who are your target users?

- Biology students
- Research scholars
- Nature enthusiasts
- Citizen scientists
- Wildlife photographers

### Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small>	CS	Explore AS, differentiate
	6. CUSTOMER CONSTRAINTS <small>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.</small>		
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>		Focus on J&P, tap into BE, understand RC
	9. PROBLEM ROOT CAUSE <small>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.</small>		
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>		Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER <small>How do customers feel when they face a problem or a job and afterwards? I.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</small>		
10. YOUR SOLUTION <small>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.</small>		8. CHANNELS of BEHAVIOUR <small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7  8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>	