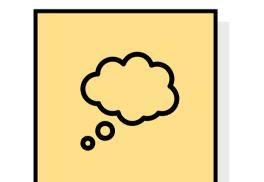
Digital Naturalist - Al Enabled tool for Biodiversity Researchers Project Design Phase-II

TEAM ID: PNT2022TMID52124 Searching, Finding and **Entice Extend Enter Exit** Engage **Gathering information** about Flora and Fauna How does someone What do people What happens after the What do people In the core moments experience is over? initially become aware typically experience experience as they in the process, what of this process? as the process finishes? begin the process? happens? Steps Verifies the Sees an animal or Finds what the **Using the** Intrested to know **Reviews the Searches for** Come across our Learns about the **Shares the** Visits the application Uses of it Gathering more info What does the person (or group) application information information application species is application application about it flower typically experience? The user is searching The user shares the The application The user thinks about The user takes a The user exlores the The user reviews the The user browses the The user tries to upload The user visits the information from the the internet about the application based on shows what the the usage of the more information about internet and refers some the photo that he took application page and animal or plant and application with a the found species like its books to learn about the before to know more animal or flower in internet with the help some flowers or or flower he saw to her collogues and application to his the accuracy of the came to know about our Naturalist and confirms animal or flower habitat, lifecycle etc. information the photo animals of our appication know more about it application community the facts application Interactions People Things **Things Things** People Place **Place Place People Things** People What interactions do they have at Home, Zoo Home, Zoo Home, Zoo The user itself, friends, **Application website** The user itself, friends, **Application website** The user itself, friends, **Application website** Garden, Zoo, Sanctuary or each step along the way? Sanctuary or Sanctuary or The user itself. other naturalists and The user itself. through Smartphone other naturalists and through Smartphone Smartphone / PC other naturalists and through Smartphone Sanctuaries or Forests. Forests. Forests. Forests. collogues. collogues. People: Who do they see or talk to? **Things**

- Things: What digital touchpoints or physical objects would they use?
- Places: Where are they?

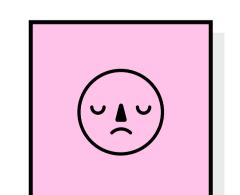


Goals & motivations

At each step, what is a person's primary goal or motivation?

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



costly, or time-consuming?

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

I need to verify the

accuracy of the

by the app

was accurate, the

user is motivated

The application

shows the incorrect

information

nformation provided

Let me share this and give awareness about the application to my

community

The user excites by

seeing the new

species

application

application with what i experience

Review the

Gets happy by

taking a good snap

of that species

Doesn't want to

this application to

others

Searches for the

information with

curiosity

Negative moments

What steps does a typical person find frustrating, confusing, angering,

Consider using the application on the

beautiful nature

The user excites by

seeing the new

species

she snaps a bad

picture

Try to take better pictures of the species

Self motivates by

and seeing new

species

Gets happy by

taking a good snap

of that species

she doesn't find a

new species

need to explore this exploring new things

Gets frustrated if he/ Gets frustrated if he/

Take picture on different angles

Excites to learn

about the species

Searches for the

information with

curiosity

Guest mode should be available so that user can use without registeration

I need to gather

information about

that species

Motivates when the

user sees a

dedicated tool to

help the problem

If the application is

too slow, the user

gets frustrated

The application should be available

I should gather the

accurate information

Uploads the image

with eagerness

When the

the user is

disappointed

I need to upload the

right photo

The user gets angry

doesn't take the

particular file format

The application should support most of the file format

Application should be trained with various variety of species with enormous data

Self motivates by

seeing the

information the

application provides

Gets excited by

seeing the results on

the application

The identified

species leads to

confusing

information

Proper information should be given while training the model

More data could be added for each species

Aim to gather

additional

information

Continues to search

about the species

with eagerness

The user is not

satisfied if the

application gives

less information

Referral feature can be added

Rating of the showcased inside the app

Regrets using the recommend or share

A platform for posting what others trying to search and help each other

by the results of the application

The user is unhappy

Application website

through Smartphone /

I should share some

suggestions that

makes the application

more useful

Suggestions

The user tries to give

some feedback/

suggestions for new

features that can be

added to the application

Home, Zoo

Sanctuary or

Forests

Feedback / Suggestion should be collected inside

the application