



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- will I see anacondas here?
- is this species poisonous?
- calmness and serenity
- anxiety

- is this plant indigenous or not?
- curious
- is this a wild animal?

What do they HEAR?

what friends say
what boss say
what influencers say

- lion roaring
- others talking
- wolves howling
- insects noise
- snakes hissing
- flowing water
- birds chirping
- twigs breaking while walking

What do they SEE?

environment
friends
what the market offers

- fellow hikers or trekkers
- flowers and fruits
- birds
- trees
- scenery
- reptile and insects
- animals

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- Learn animal behaviour and psychology
- Eat freshly grown fruits
- Take aesthetic photos
- Appreciate nature
- Collect medicinal leaves and flowers

- Scold others for irresponsibility
- Getting lost
- Drinking water from fresh water sources
- Ask questions about what they think and see

PAIN

fears
frustrations
obstacles

- Unable to setup livable conditions
- Getting lost in the forest
- Exposure to poisonous plants
- Not able to locate source of food
- Encountering wild animals
- Not getting Signal

GAIN

"wants" / needs
measures of success
obstacles

- peace of mind
- fulfilled exercise goals
- better health
- beautiful views
- Empathy towards plants and animals
- Getting a profound knowledge of nature