

<p><b>1: Purpose - Address Complex Challenges</b></p> <p>Enhance solution adoption by leveraging existing user behaviors, such as mobile app usage for photography or field research practices.</p>	<p><b>2: Purpose - Enhance Solution Adoption</b></p> <p>Solve complex identification and data collection challenges for users of the butterfly classification system</p> <p>This purpose highlights the need to tackle difficulties faced by users</p>	<p><b>3.Purpose - Refine Communication</b></p> <p>Refine communication to highlight benefits for conservation and education, making the system appealing to users.</p>
<p><b>4: Purpose - Increase Engagement</b></p> <p>Increase engagement by solving urgent needs, such as accurate and rapid species identification for conservation efforts.</p>	<p><b>5.Purpose - Improve User Experience</b></p> <p>Improve user experience by understanding current challenges and behaviors to create a user-friendly system.</p>	<p><b>6: Table Column - Customer</b></p> <ul style="list-style-type: none"> <li>Row 1: Citizen Scientist</li> <li>Row 2: Field Researcher</li> <li>Row 3: Ecologist</li> </ul>
<p><b>7: Table Column - Problem</b></p> <p>Struggles to accurately identify butterfly species and contribute to conservation.</p>	<p><b>8: Table Column - Behavior</b></p> <p>Takes photos with smartphones, participates in community science projects.</p>	<p><b>9: Table Column - Solution</b></p> <p>Mobile app with real-time classification and educational content.</p>