Digital Naturalist - AI Enabled tool for Biodiversity Researchers
Project Design Phase-II
TEAM ID : PNT2022TMID12315

SCENARIO

Searching, Finding and Gathering information about Flora and Fauna

	Entice			Enter			Engage			Exit			Extend	
	How does someone initially become aware of this process?			What do people experience as they begin the process?			In the core moments in the process, what happens?			What do people typically experience as the process finishes?			What happens after the experience is over?	

Steps — What does the person (or group) typically experience?

	Entice			Enter			Engage			Exit			Extend	
	Sees an animal or flower — The user investigates nature and discovers a few plants or creatures	**Intrested to know about it** — The user captures the animal or flower on camera for further information	**Searches for information** — The user searches the web and recommends certain books on the subject of the animal or flower	**Come across our application** — The user discovered our programme while researching the animal or plant on the internet.	**Visits the application** — The user accesses the application page and registers.	**Using the application** — In an effort to learn more, the user tries to submit an earlier shot.	**Finds what the species is** — The software displays information of the flower or animal in the image.	**Verifies the information** — The user validates the facts with a Naturalist after sharing the application's information with them.	**Gathering more info** — The user tries to gather more information about the found species like its habitat, lifecycle etc.	**Learns about the species** — With the aid of our application, user gains access to information on the internet.	**Shares the application** — The user shares the application with collogues and friends	**Reviews the application** — The user reviews the application based on the accuracy of the application	**Uses of it** — The user thinks about the usage of the application to his community	**Suggestions** — The user tries to give some suggestions for new features that can added to the application

Interactions — What interactions do they have at each step along the way?
- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

	Entice			Enter			Engage			Exit			Extend	
	People — The user itself, friends, other naturalists and collogues.	**Place** — Garden, Zoo, Sanctuaries or Forests.	**Things** — Smartphone	**People** — The user itself.	**Place** — Home, Zoo Sanctuary or Forests.	**Things** — Application website through Smartphone	**People** — The user itself, friends, other naturalists and collogues.	**Place** — Home, Zoo Sanctuary or Forests.	**Things** — Application website through Smartphone	**People** — The user itself, friends, other naturalists and collogues.	**Place** — Home, Zoo Sanctuary or Forests.	**Things** — Application website through Smartphone	**People** — The user itself. **Things** — Application website through Smartphone	**Place** — Home, Zoo Sanctuary or Forests.

Goals & motivations — At each step, what is a person's primary goal or motivation?

	Entice			Enter			Engage			Exit			Extend	
	I need to explore this nature	Self motivates by exploring new things and seeing new species	Excites to learn about the species and to learn their values	I need to gather information about that species	I should gather the accurate information	I need to upload the right photo	Self motivates by seeing the information the application provides	I need to verify the accuracy in the information provided by the app	Aim to gather additional information	Let me share this and give awareness about the application to my community	Review the application with what i experience		I should share some suggestions that makes the application more useful	

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

	Entice			Enter			Engage			Exit			Extend	
	The user excites by seeing the new species	Gets happy by taking a good snap of that species	Searches for the information with curiosity	Motivates when the user sees a dedicated tool to help the problem	Uploads the image with eagerness		Gets excited by seeing the results on the application	If the information was accurate, the user is motivated	Continues to search about the species with eagerness	The user excites by seeing the new species	Gets happy by taking a good snap of that species	Searches for the information with curiosity		

Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

	Entice			Enter			Engage			Exit			Extend	
	Gets frustrated if he/she snaps a bad picture	Gets frustrated if he/she doesn't find a new species		If the application is too slow, the user gets frustrated	When the application doesn't work as expected, the user is disappointed	The user gets angry if the application doesn't take the particular file format	The identified species leads to confusing information	The application shows the incorrect information	The user is not satisfied if application gives less information	Regrets using the application	Doesn't want to recommend or share this application to others		The user is unhappy by the results of the application	

Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?

	Entice			Enter			Engage			Exit			Extend	
	Consider using the application on the spot	Try to take better pictures of the species	Take picture on different angles	Guest mode should be available so that user can use without registeration	The application should be available offline	The application should support most of the file format	Application should be trained with various variety of species with enormous data	Proper information should be given while training the model	More data could be added for each species	Referral feature can be added	Rating of the application must be showcased inside the app	A platform for posting what others trying to search and help each other	Feedback / Suggestion should be collected inside the application	