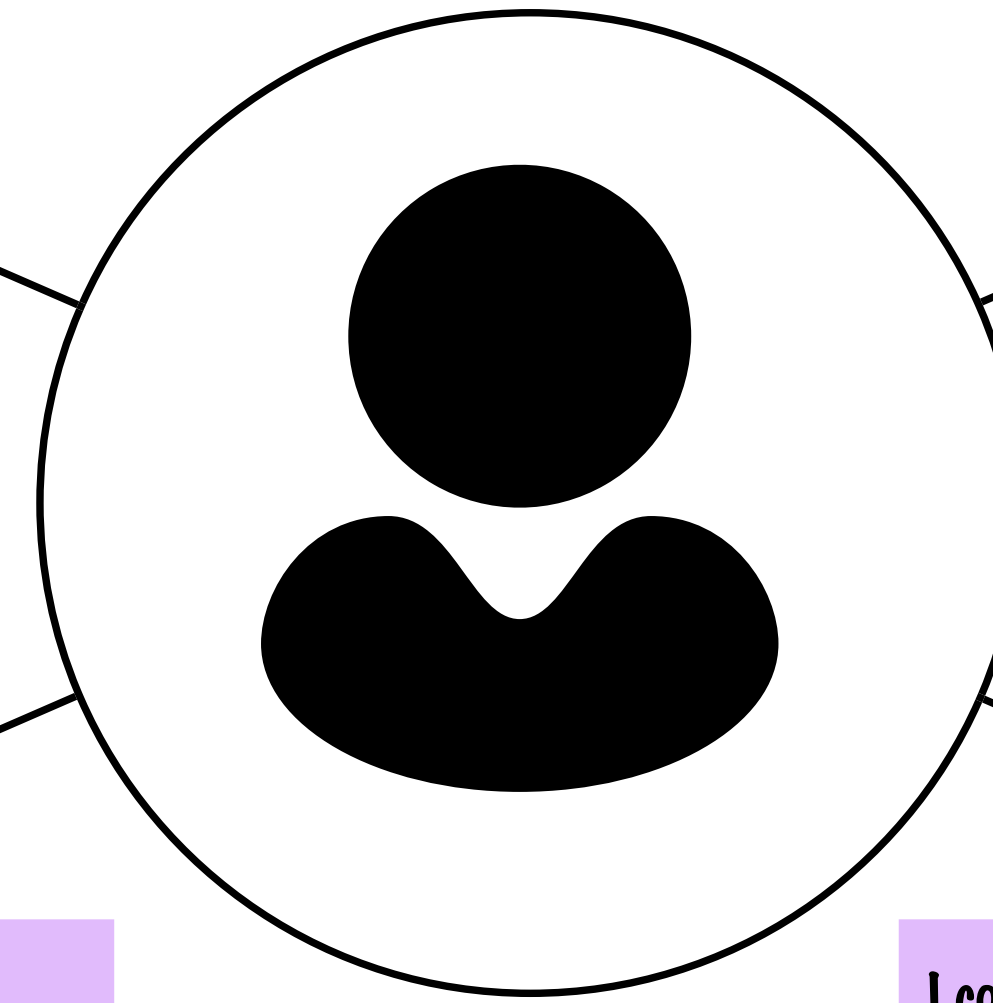


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Confusion
and fear

Over
whelmed

Inadequate

YOU must be
sure the
product scope is
achieved

Priority
between
project are
dynamic

Technology
can replace
naturalist

The guide
books are
avoided

What else
am i
missing

May be
this isn't
the best

I want
something
awesome

To know all
the species

It works well
or not

It attracts all
the organisms
quickly

Looking for flora
and fauna that
matches interest

I could not find
Plants and
animals that I
want

Where should
I start

I was
expecting
something
different

I attract your
web
application

The lagging
problems
occur

Cost
efficiency

hacking
problems

overloading

to reduce the
manpowers

to know
about
natural
species

no need
for guides