

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

confusion  
and fear

over  
whelmed

inadequate

you must be  
sure the  
product  
scope is  
achieved

priority  
between  
project are  
dynamic

To know  
all  
the species

## What do they HEAR?

what friends say  
what boss say  
what influencers say

Technology  
can replace  
naturalist

## What do they SEE?

environment  
friends  
what the market offers

the guid  
book are  
avoided

The  
lagging  
problem is  
Occur

I will Start  
my Work

Looking for  
flora and  
fauna that  
maching  
interest

I will  
attract  
your web  
application

I could not  
find plants  
and animal  
that i want

I was  
expecting  
something  
different

it attracts  
all the  
organisms  
quickly

## PAIN

fears  
frustrations  
obstacles

Hacking  
problems

Cost  
efficiency

Overloading

## GAIN

"wants" / needs  
measures of success  
obstacles

To reduce  
the man  
power

No needs  
for guides

To know  
about  
natural  
species