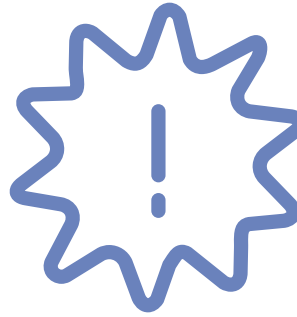
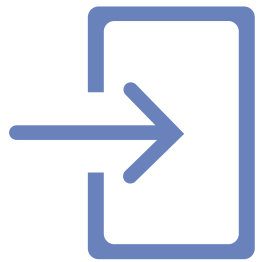
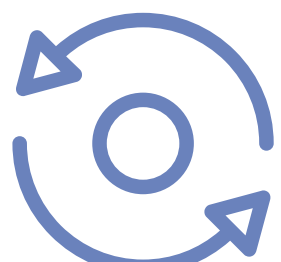
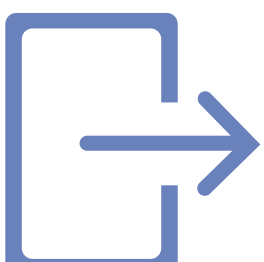

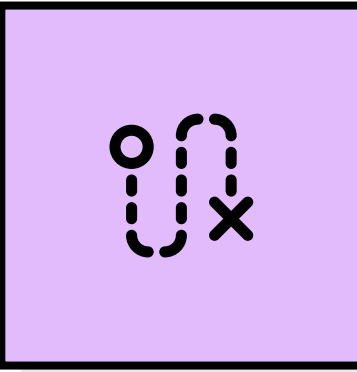

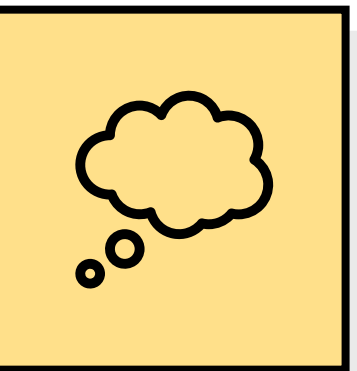
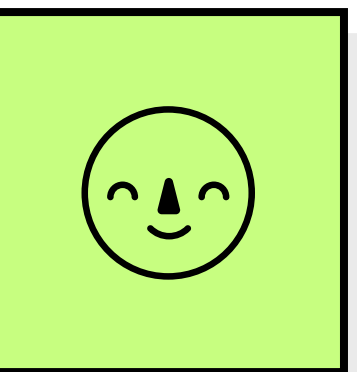
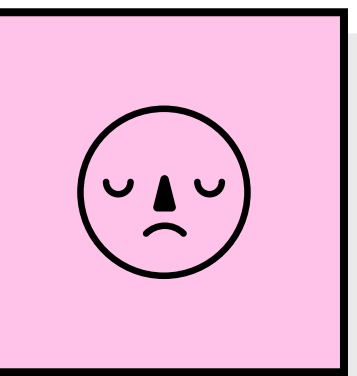
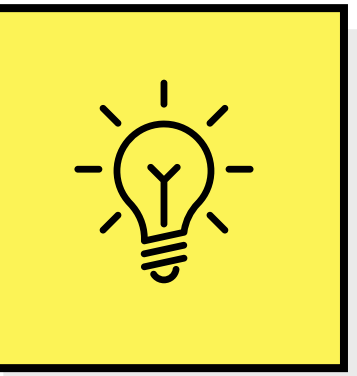


<div>Scenario</div> <div>Identification of species and engaging with community of digital naturalists</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin in the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div><div>Visit Website or Download App</div><div>Explore Community of digital naturalists</div><div>user navigates to species image capture feature</div><div>user explores community features</div></div>	<div><div>Capturing image</div><div>View discussions in community</div><div>focus camera on the species they are interested in</div><div>learn about other users and their interests</div></div>	<div><div>Image uploaded and processing</div><div>View results from cloud</div><div>Interact with other users</div><div>user awaits for results from ML model</div><div>user is presented with species they are trying to identify</div><div>users post comments</div></div>	<div><div>Share identified species</div><div>users can post about the species they have identified with the model</div></div>	<div><div>Identified species are stored in history</div><div>users can keep track of their findings and use them for their research</div></div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div><div>Home Screen of App</div><div>Community Page</div><div>user is in the environment of interest</div></div>	<div><div>Image Capture Page</div><div>Discussions section in Community Page</div></div>	<div><div>results page</div><div>comments and discussions section</div></div>	<div><div>Community Page</div></div>	<div><div>User Profile and History Page</div></div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? (“Help me...” or “Help me avoid...”)</div>	<div><div>Help me learn more about the species I am seeing</div><div>Help me interact and learn from other digital naturalists</div></div>	<div><div>Help me take a picture of the species</div><div>Help me search for and read about ongoing discussions</div></div>	<div><div>Help me upload the image successfully and as quick as possible</div><div>Help me interact with other users by sharing my comments on their posts</div></div>	<div><div>Help me create posts about species I just identified</div></div>	<div><div>Help me maintain a history of all my findings to aid my research anytime</div></div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>Curiosity and exploration instincts</div><div>Build sense of belonging with other digital naturalists</div></div>	<div><div>Excitement to learn more about what they are seeing</div><div>user feels productive about learning new things</div></div>	<div><div>Satisfaction in accomplishing the intended task</div><div>Content about helping others and engaging</div></div>	<div><div>Proud of having identified species in a new environment</div></div>	<div><div>gratification in knowing that they can look back anytime</div></div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>confusing emotions about what they app has to offer</div><div>information overload</div></div>	<div><div>frustration because of unsuccessful attempts in capturing a clear picture</div><div>disagreement can cause negative feelings</div></div>	<div><div>annoyed with long buffering time</div></div>	<div><div>discontent with what they have identified can lead them to not make this decision</div></div>	
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>How might we deliver the objective of the app intuitively</div><div>How might we design the interface to be as simple as possible</div></div>	<div><div>How might we inform the user about the image specifications</div></div>	<div><div>Uploading and processing should be as efficient as possible for quicker upload time</div></div>	<div><div>Cross-platform sharing can increase the outreach</div></div>	<div><div>Cross-platform sharing can increase the outreach</div></div>