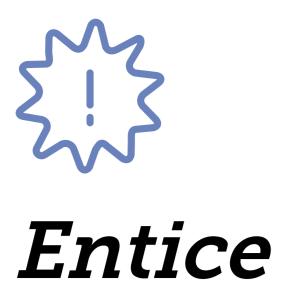
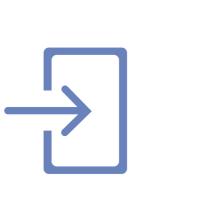
SCENARIO

Digital Naturalist - AIenabled web application that identifies flora and fauna.



How does someone initially become aware of this process?



Enter

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?

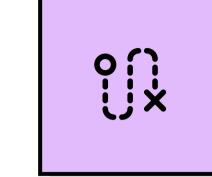


What do people typically experience as the process finishes?



Extend

What happens after the experience is



What does the person (or group)

typically experience?

fauna

Once the required info is attained they would examine it

View details about

page Opens the application and finds the home page of the app

Finds the home

After filling in details, the user verification is done for accessing the content of the application Chooses the login option to get into the app

with naturalist in a social media platform. By using the search engine the user searches for the information they were seeking for When the user finds any social media account of a naturalist they tend to communicate with them to get their result.

After finding a relatable piece of content the user selects it and tends to go through the information

The customer gains some knowledge about what they were searching about

They review the app or website they have used to gain the information based on their experience

Review the application

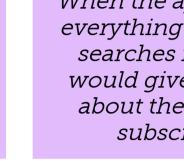
Customer tends to test the flexibility of the app by using it in various devices.

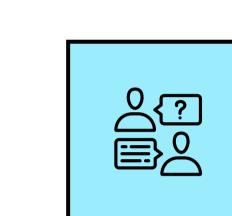
If the app satisfies the app provides everything a customer searches for he/she would tend to recommend it to others.

When the app provides everything a customer searches for he/she would give a thought about the premium subscription

Guess about the flexibility of app

Thoughts on premium subscription



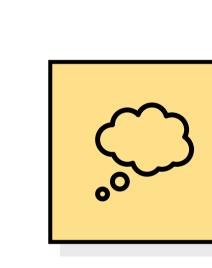


Interactions

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?

Web and mobile applications.



Goals & motivations

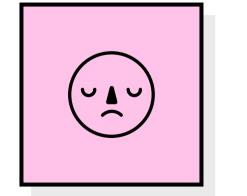
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments

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

Proper classification of information

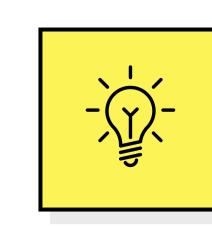
Recommend others



Negative moments

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

Distracting animations



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

An option to communicate with an expert like a naturalist within the app

user's search