

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Digital Naturalist

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

What do they
SEE?

environment
friends
what the market offers

Handy tool to
capture, identify
& share the
beauty to the
world

Flora, Fauna,
Biodiversity,
Environment

Landscape
architect,
wildlife
photography

Forest,
Island,
Mountains,
Desert

Interest in
protecting
wild spaces

Collecting &
sharing
information about
the species to
conservation
groups

Identifies
different kinds
of flora and
fauna in nature

Studies the
patterns of
nature

Asks the naturalists for
their works to feature it
in their social media
handles, etc

Enquire about
different places
the naturalists
visit

Receives feedback
and inputs on the
work done by
naturalists

Accurate
prediction &
classification
of images

Identifies
different kinds
of flora & fauna
in nature

What do they
HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

Carrying a
guidebook
around
everywhere

Seeking help
from
experienced
ornithologists

Tedious to
identify &
classify
species

GAIN

"wants" / needs
measures of success
obstacles

Handy tool to
capture, identify
& share the
beauty to the
world

Use this app
remotely to identify
the species they
see on their trips &
excursions

Get the
prediction of the
species when an
image is given