

IS THE APP
WORKING
WELL

FEAR

IS THE APP
IS USEFUL

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

SECURITY

WHETHER IT
WILL
DETECT ALL
THE
SPECIES

INSECTS

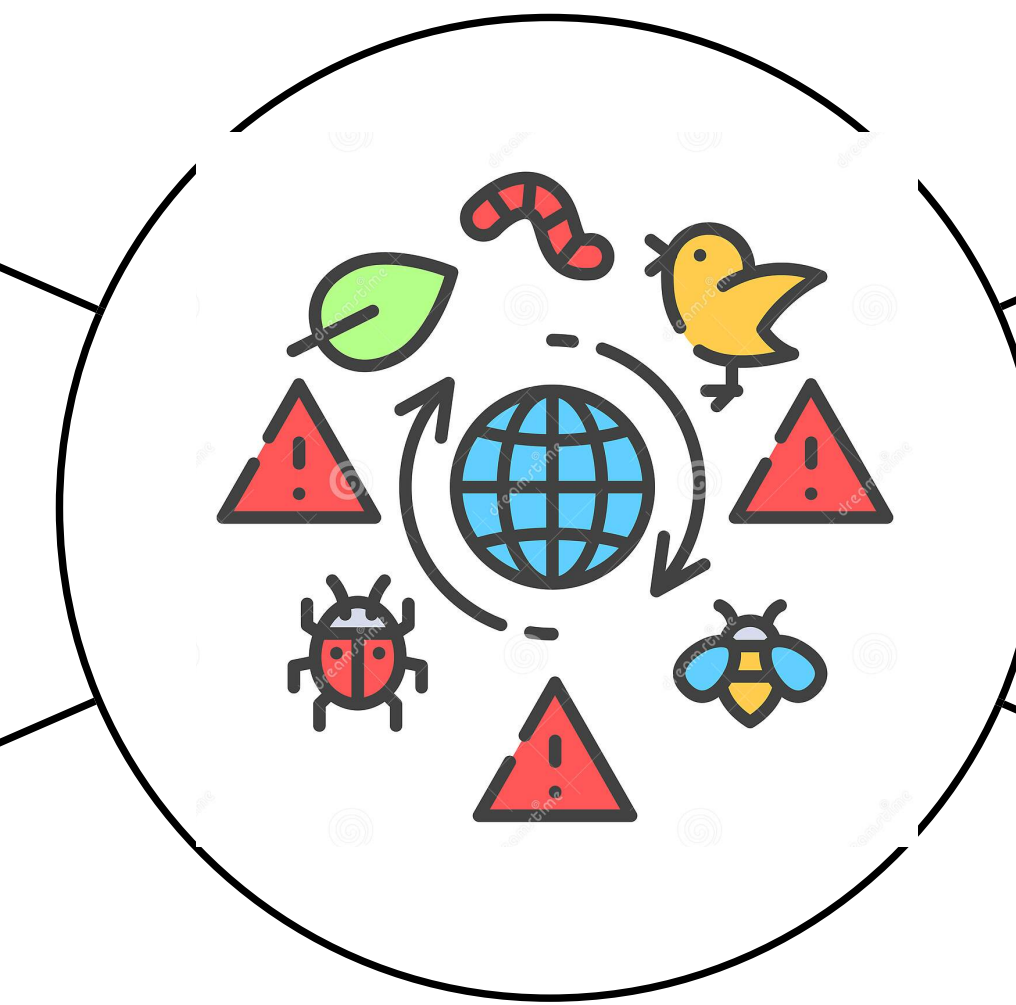
ANIMALS

BIRDS

PLANTS

What do they SEE?

environment
friends
what the market offers



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they HEAR?

what friends say
what boss say
what influencers say

WHAT ARE
THE
BENEFIT

IS IT FREE
OR PAID
TO USE

WHETHER IT
SUPPORT
BOTH
ANDROID
AND IOS

WHAT IS
THE USE
OF THIS
APP

WILL IT
PROVIDE
INSTANT
RESULT

WHETHER IT
WILL DETECT
ALL THE
INFORMATION
OF THE
SPECIES

DOES IT
HAVE ANY
HARMFUL
OF USING
THIS APP

I COULD NOT
FIND PLANTS
AND
ANIMALS THA
I WANT

PAIN

fears
frustrations
obstacles

WE CANNOT
USE WHERE
THE NETWORK
IS NOT
AVAILABLE

TIME
SAVING

GAIN

"wants" / needs
measures of success
obstacles

IDENTIFYING
THE DATA
QUICKLY

APP DRAINS
THE
BATTERY
QUICKLY

IT REDUCES THE
THINKING
CAPACITY AND
LEARNING
ABILITY OF A
STUDENT

IT MAKES
LEARNING
EASY

PROVIDES
APT ABOUT
PLANT AND
ANIMAL
SPECIES