



THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

will it work
without
internet?

clear
image
capture

do i need
any training
to use this
software

Whether it
works on
every
device

What do they HEAR?

what friends say
what boss say
what influencers say

Need some
tool to
classify flora
and fauna

Handy to
use

What do they SEE?

environment
friends
what the market offers

See plants
and animals

Forest,rivers
and
mountains

Multiple
numbers as
groups

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Identify the
types of
species

Time saving
for book
users

Help to
explore
more things

PAIN

fears
frustrations
obstacles

fear wheather
the tool might
not able to
recognize
endangered
species

Wrong
predetection

Unclear or
blure image

GAIN

"wants" / needs
measures of success
obstacles

Easy to
carry

Help's to
study about
different
species in the
planet

Fast
predetection