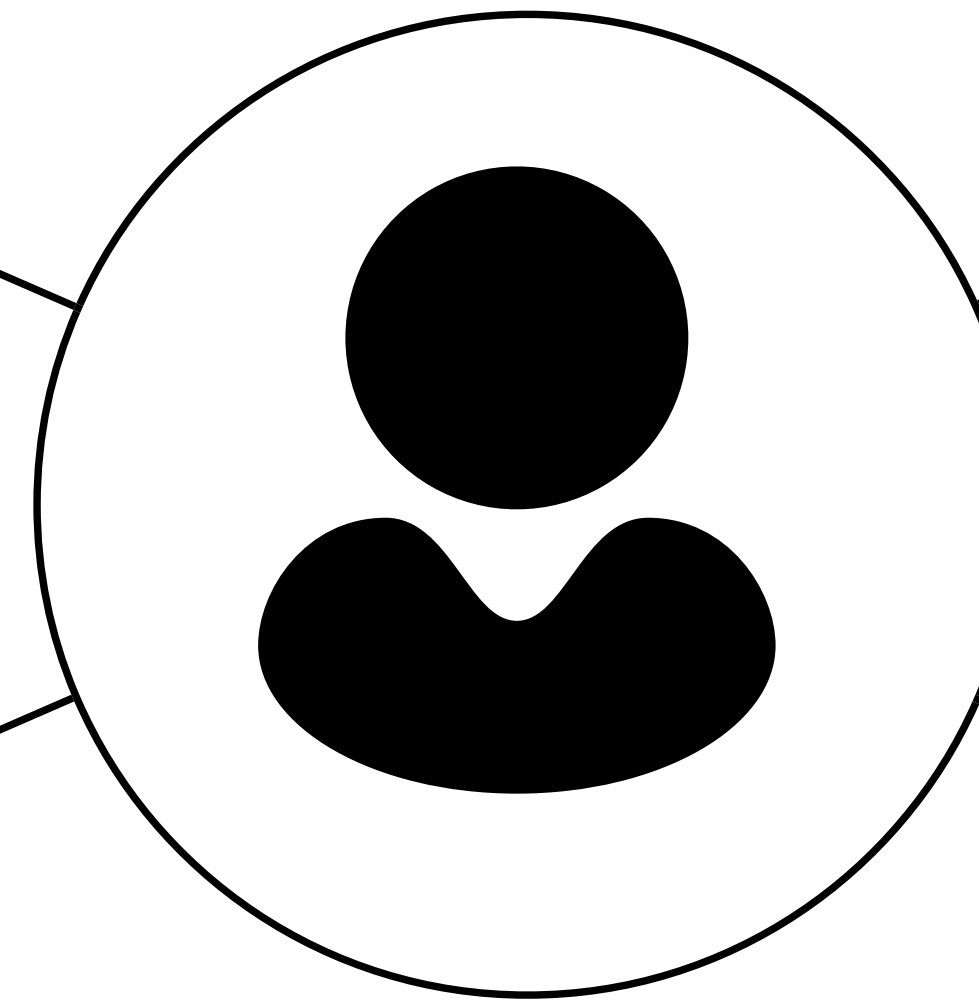


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

Carrying
guidebooks and
using other
conventional
methods is tiring

Inability to
identify flora
or fauna

Getting accurate
information
about the
identified
species

You should bring
along a naturalist
while venturing
into the forest

You should learn
more about the
flora and fauna
and be able to
identify them
yourself

You should bring
along the
appropriate
resources to
identify the
species

Various
types of
flora and
fauna

Accurate and
Timely
identification
of the species

Sharing
information and
pictures of the
identified
species

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Easy and
quickly
accessible
web
application

Automatically
detect and
identify the
species of the
flora or fauna

Proper
information
about the
species
identified

Accurate
prediction

PAIN

fears
frustrations
obstacles

The model
being unable to
predict certain
species

Reduction
in accuracy

Small
dataset

GAIN

"wants" / needs
measures of success
obstacles

Ease of
Access

High
accuracy of
prediction

Fast Results

Proper
display of
information