

## Digital Naturalist Al Enabled tool for Biodiversity Researchers

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with





## Analyze & Identify Flora and Fauna

- Develop the knowledge about Flora and Fauna in the general peoples
- Build a communication between the naturalist.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

Browsing, booking, attending, and rating a local city tour	Entice  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?	Exit  What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	View the any flower or animal  Customer goes to some place, at time he see the flower or animal  Customer or animal  Customer interested to know about the flower or animal, so he take a picture  Customer interested to know about the flower or animal, so he take a picture  Customer interested to know about the flower or animal, so he take a picture	Visit the our Application  Registration /Login the application  Customer searching for know about the flowers and animals. He search the Application  Customer create or login account the application  Take / Upload a picture  Take or upload the picture to know about information of picture.	View the details of the picture  Communicate with naturalist like a social media  After seeing the information of the picture, Customer know about the picture  Communicate with a communicate with a Naturalist to more get information  If he search the flora it will shows the locations of that flora	Get the knowledge about the picture  Share the information  The customer know about the information about the picture  He want to share the information based on the information	Think about the premium cost is worth  the customer think application how used to him?  Think about the premium cost is worth  The customer think about premium usage is usefull or unusefull
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?	wild areas, Botonicalgarden , zoo and wild sanctuary Smart phones	Smartphones Application The Customer	Website Smartphones Application	Smartphones Smartphones Smartphones	Application Net Banking Smartphones
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	I can take a good Search the good picture browser	This application safe or not  It's get information about him safe the information on application  Why I am upload or take a picture application	This information real or fake  Communication is worth for more get information about to know  Identification location is so long or nearby my place?	Communication is worth for more get information about to know  How much rate the application for the shows information	If I continue the application it useful for me  If I continue the application it useful for me
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	customer was excited to see the flora and fauna  customer was happy to snap a picture of flora and fauna  exciting to search and get result from application		customer was happy to get the information  Happy to Communicate the naturalist		The cost iis worth for the premium cost
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	sometimes taken picture are not clear	Problem to the registration progress	identical flora or fauna lead to confusing information  Communication is not good	The information is nor enough	
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	This is very good increase the knowledge about the flora and fauna  Friend suggest to the application used on to know about the picture	The User interface is very friendly on this application easily  Application take/ upload image are easily	Application users are suggest the communicate with the naturalist  This not only a information and also located		The cost is affordable to for the give the information