

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Is the app
working
well?

Fear

Anxiety

Confusion

Stress

Doubt

Forgetting
the steps

Result is
Real or
fake?

Is it
Secured?

Data
backup

What do they HEAR?

what friends say
what boss say
what influencers say

Is the App
Really
Works?

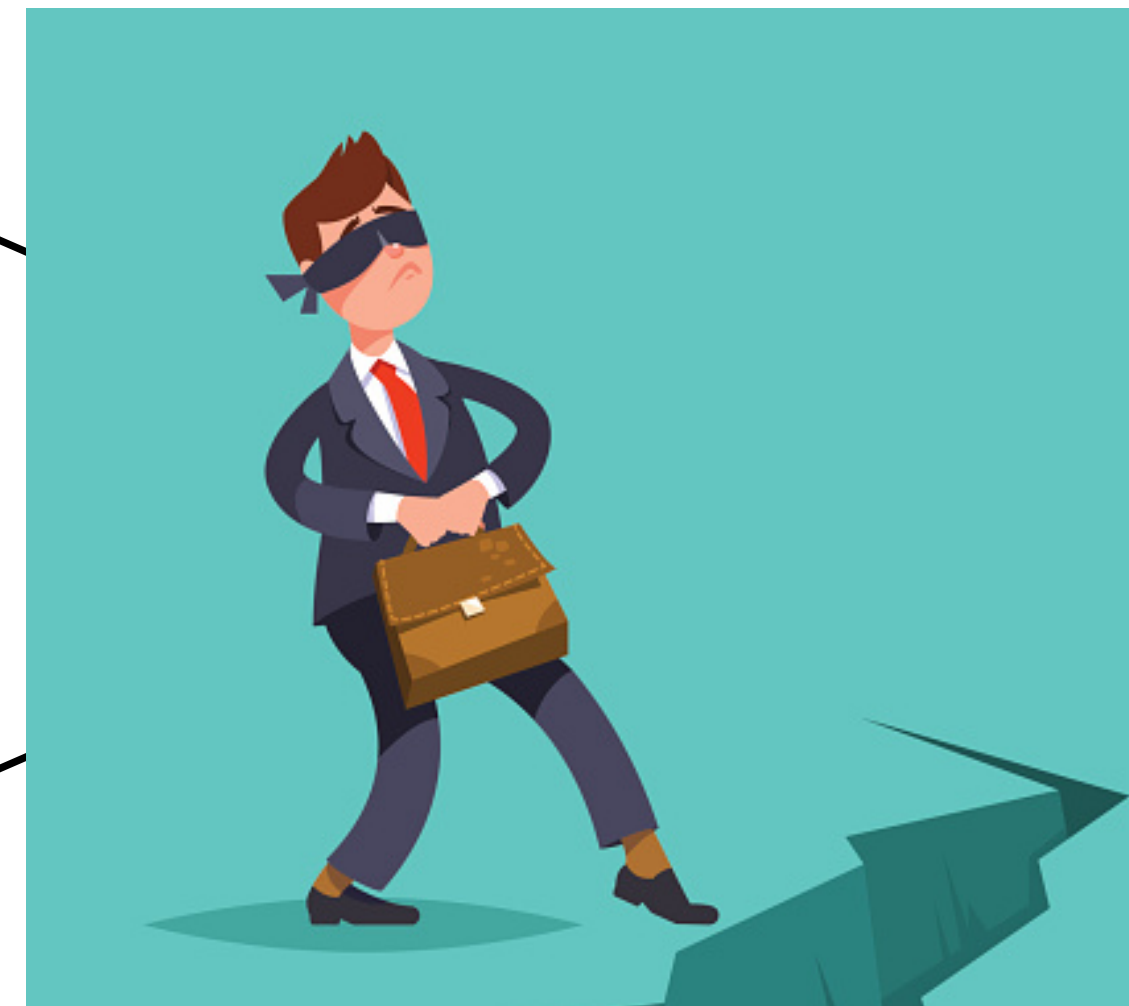
Is it Free or
paid to use?

Use other
similar apps
and then
decide

Instant
Results

Can you
use it with
ease?

Google Lens
is the most
popular app



Animals

Plants

Birds

Forest

Water
bodies

Insects

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Is it
aesthetic to
look at?

Which app
has more
features?

I need
something
reliable to
use.

Will it provide
me results
immediately?

is it
compatible
with my
device?

Does it have
all the vital
information?

Checks for
different
resources in
the web

Use similar
apps and
compare.

List down the
features of all
the apps.

Make decision
based on the
features and
other needs.

which product
(web app)
should I use?

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

App
malfunction

App drains
the battery
quickly

App not
compatible

Identify
information
correctly

Display data
in a quick
manner

network or
device
errors

Confusing
or
forgetting
the steps

Gathered
Informations of
newly identified
Bio-diversities to
database

Apt
identification
of species of
plants and
animals

Identifying
the data
quickly
without delay

App
functions
smoothly

Easy to
navigate

Beautiful to
look at.