

Is the app working well?
Fear
Anxiety

Confusion
Stress
Doubt

Forgetting the steps
Result is Real or fake?
Is it Secured?

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

Is the App Really Works?
Is it Free or paid to use?
Use other similar apps and then decide
Instant Resuts
Can you use it with ease?
Is it easy to learn?
Google Lens is the most popular app

Animals
Plants
Birds
Forest
Water bodies
Insects

What do they SEE?

environment
friends
what the market offers

I need something reliable to use.
Will it provide me results immediately?
What do you think?
is it compatible with my device?
Which app has more features?
Does it have all the vital information?

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Checks for different resources in the web
Asks colleagues and friends for their advice
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

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

GAIN

"wants" / needs
measures of success
obstacles

Gathered Informations of newly identified Bio-diversities to database
Apt identification of species of plants and animals
Share the gathered information with others
Identifying the data quickly without delay
App functions smoothly
Easy to navigate