

# 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  
Resuts

Can you  
use it with  
ease?

Google Lens  
is the most  
popular app

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?

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

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?

# What do they SEE?

environment  
friends  
what the market offers

Animals

Plants

Birds

Forest

Water  
bodies

Insects

## 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.