# Digital Naturalist - Al Enabled tool for Biodiversity Researchers Project Design Phase-II TEAM ID: PNT2022TMID39559

Searching, Finding and **Gathering information** about Flora and Fauna



How does someone initially become aware of this process?

**Entice** 



### **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?

Uses of it

community

**People** 

**Things** 

**Application website** 

through Smartphone /

Steps

What does the person (or group) typically experience?

flower The user exlores the

information about it The user takes a

Intrested to know

or flower he saw to

know more about it

**Place** 

Garden, Zoo,

The user browses the internet and refers some books to learn about the animal or flower

**Searches for** 

application The user is searching the internet about the

application

Come across our

The user visits the application page and animal or plant and came to know about our

Visits the application

The user tries to upload the photo that he took

before to know more

information

**Things** 

**Using the** 

application

The application shows what the animal or flower in

the photo

People

Finds what the

species is

The user shares the information from the application with a Naturalist and confirms

the facts

**Place** 

Home, Zoo

Forests.

Verifies the

information

more information about the found species like its

habitat, lifecycle etc.

Gathering more info

internet with the help

of our appication

Learns about the

The user reviews the application based on her collogues and the accuracy of the

**Shares the** 

application

Place

**Reviews the** 

application

application

**Things** 

The user thinks about the usage of the application to his

The user tries to give some feedback/ suggestions for new features that can be added to the application

Suggestions



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?

People

some flowers or

animals

Sees an animal or

The user itself, friends, other naturalists and Sanctuaries or Forests. collogues.

**Things** Smartphone / PC

People The user itself.

Home, Zoo **Application website** Sanctuary or through Smartphone Forests.

The user itself, friends, other naturalists and collogues.

Sanctuary or

**Things Application website** through Smartphone

Aim to gather

additional

information

**Continues to search** 

about the species

with eagerness

The user is not

satisfied if the

application gives

less information

The user itself, friends, other naturalists and

Home, Zoo **Application website Sanctuary or** through Smartphone Forests.

The user itself.

Home, Zoo Sanctuary or **Forests** 



**Goals & motivations** 

At each step, what is a person's primary goal or motivation?

beautiful nature

The user excites by

seeing the new

species

she snaps a bad

picture

Self motivates by need to explore this exploring new things and seeing new species

Gets happy by

taking a good snap

of that species

she doesn't find a

new species

Gets frustrated if he/ Gets frustrated if he/

**Excites to learn** about the species

**Searches for the** 

information with

curiosity

I need to gather information about that species

**Motivates when the** 

user sees a

dedicated tool to

help the problem

If the application is

too slow, the user

gets frustrated

I should gather the accurate information

**Uploads the image** 

with eagerness

When the

the user is

disappointed

I need to upload the right photo

The user gets angry

doesn't take the

particular file format

Self motivates by seeing the information the application provides

Gets excited by

seeing the results on

the application

The identified

species leads to

confusing

information

I need to verify the accuracy of the nformation provided by the app

was accurate, the

user is motivated

The application

shows the incorrect

information

model

Let me share this and give awareness about the application to my community

The user excites by

seeing the new

species

Review the application with what i experience

Gets happy by

taking a good snap

of that species

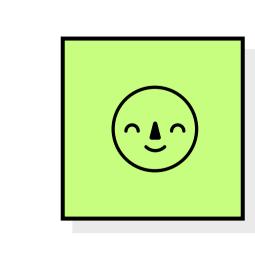
Doesn't want to

this application to

others

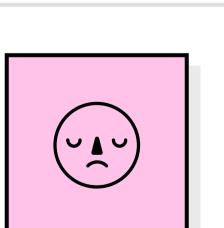
Regrets using the recommend or share

I should share some suggestions that makes the application more useful



**Positive moments** What steps does a typical person

find enjoyable, productive, fun, motivating, delightful, or exciting?



**Negative moments** 

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

What have others suggested?

Areas of opportunity How might we make each step better? What ideas do we have?

**Consider using the** application on the

Try to take better pictures of the species

Take picture on different angles **Guest mode should** be available so that user can use without registeration

The application should be available

The application should support most of the file format

Application should be trained with various variety of species with enormous data

**Proper information** More data could be should be given added for each while training the species

Referral feature can

be added

application

Rating of the

showcased inside

the app

A platform for posting what others trying to search and help each other

Searches for the

information with

curiosity

Feedback / Suggestion should be collected inside the application

The user is unhappy

by the results of the

application