Stage	Touchpoint	Thoughts/Feelings	Pain Points	Opportunities/Solutions				
	Sees a striking nature photo/video online featuring an							
	online featuring an endangered animal.	Curiosity, concern, sadness, a sense of guilt	Feeling overwhelmed by the global scale of the problem.	Targeted social media campaigns highlighting local endangered species				
Awareness/Trigger	article about habitat	Ithat's terrible. I wish I	Lack of awareness of local endangered species. Belief that	and their importance. Partnerships with nature				
	loss. Hears a friend talking about a local	could do something." "Is this happening near me?"	individual actions are	photographers/ videographers. Local news features on conservation				
	conservation project.			efforts.				
	Researches subject		Difficulty finding reliable	Curated resources within the app focusing on local				
	online. Looks at government	Hopeiui, but also	Information overload and	endangered species. Simplified explanations and engaging visuals. Success stories of local conservation efforts and				
Research/Information Gatherin	websites, nature organization sites,	"Where do I even start?"	complex scientific language. Lack of clear calls to action.	and engaging visuals. Success stories of local				
	and citizen science platforms.	dense."	effectiveness of individual	Individual impact. Clear				
	<u>'</u>			links to relevant organizations.				
	Sees an ad for the			Compelling app store description highlighting the local focus and user				
Ann Diagonam/Doumland	app, hears about it from a friend, finds it	Curiosity, cautious optimism. "Maybe this app	App store listing doesn't clearly communicate the app's focus on local impact. Unsure if the app is trustworthy.	impact. Showcase positive				
App Discovery/Download	in the app store while searching for	can help me." "Is this app credible?"	local impact. Unsure if the app is trustworthy.	testimonials. Emphasize				
	nature apps.	oroginals:		reputable conservation				
	Downloads the app			organizations. Intuitive user interface with				
	and explores its features. Sets	Excitement, engagement,	Confused by complex navigation. Overwhelmed by too much information at once. Unclear how to contribute.	clear navigation. Personalized onboarding				
Onboarding/Exploration	location	didn't know these animals were here!" "This app is	navigation. Overwhelmed by too much information at once.	experience based on user location and interests.				
	local endangered	easy to use."		Gamification elements to				
	species.			encourage engagement. Easy-to-use reporting tools				
	Reports a sighting,	Satisfaction,		Easy-to-use reporting tools for sightings. Integration with local volunteer				
	Reports a sighting, volunteers for a cleanup, donates to	empowerment, a sense of purpose. "I'm actually	Lack of time or resources. Difficulty coordinating with local	platforms. Opportunities for micro-donations. Social				
Action/Contribution	a local organization, shares information	purpose. "I'm actually making a difference!" "I feel more connected to	organizations. Uncertainty about the impact of their contribution.	sharing features with pre- written messages.				
	on social media.	my community."	Lack of time or resources. Difficulty coordinating with local organizations. Uncertainty about the impact of their contribution.	Tracking of user contributions and their				
	Receives updates on the impact of			the progress of conservation efforts.				
Beff 11 15	their contributions.	Pride, motivation, a sense	Lack of ongoing engagement opportunities. Feeling disconnected from the impact of their contributions.	the progress of conservation efforts. Regularly updated content about local endangered species. Community forums for users to				
Reflection/Continued Engagement	app to learn about other endangered	of community. "I'm part of something bigger!" "I want	opportunities. Feeling disconnected from the impact of	species. Community forums for users to				
	species and participate in	ιο αο more."	unen contributions.	connect and share experiences. Badges and				
	conservation efforts.			experiences. Badges and rewards for continued engagement.				

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