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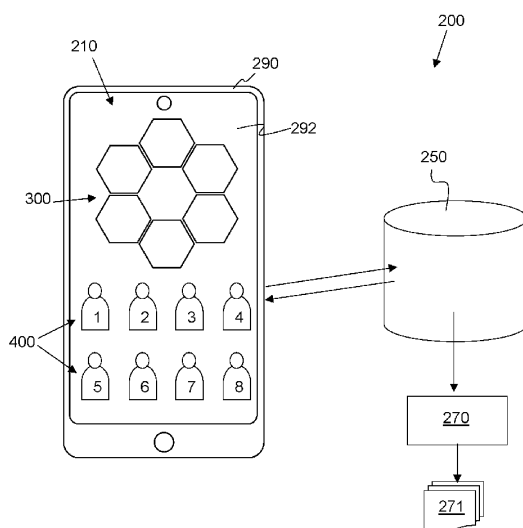


FIG. 2

(57) Abstract: A method of capturing human observations using a computing device provided with an electronic input device and installed with a software application, the method comprising: (a) the application showing on a display screen of the computing device a number of predetermined distinct observations; (b) a user selecting via the electronic input device a specific observation from among the number of predetermined distinct observations; (c) the application showing on the display screen of the computing device a number of predetermined distinct subjects; (d) the user selecting via the electronic input device a specific subject from among the number of predetermined distinct subjects; (e) the application creating an association of the specific observation with the specific subject, wherein the association includes at least the specific observation, the specific subject and a date and time stamp of at least one of: performance of step (b) and performance of step (d); and (f) the application transmitting the association from the computing device to a database stored on at least one of: the computing device and a server.

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