

	Phase 1	Phase 2	Phase 3	Phase 4
Actions	1. User notices unusually high water usage.  2. Downloads the AquaGuard app after seeing a social media ad.  3. Registers and connects the app to their home water system.	4. User receives the first alert about a minor leak.  5. Opens the app to locate the issue.	6. User receives weekly insights on water usage patterns. 7. Takes proactive steps to fix recurring issues based on app recommendations.	8. Shares app results with neighbors and promotes it in their community.  9. Subscribes to premium services for advanced analytics.
Pains	1. Confusion about how the app works or connects to existing systems.  2. Concern about data privacy when sharing water usage data.	3. Difficulty understanding the severity of the alert.  4. Uncertainty about contacting a plumber directly from the app.	5. Limited control over scheduling maintenance.  6. Notifications may sometimes feel excessive or redundant.	7. Difficulty explaining benefits to less tech-savvy users.
Feelings	<div>😊 Excited about resolving water waste issues.</div> <div>😞 Slightly frustrated with setup process.</div>	<div>😊 Relieved to detect leaks early.</div> <div>😞 Overwhelmed with interpreting technical data.</div>	<div>😊 Empowered to manage water consumption.</div> <div>😞 Slightly annoyed by frequent notifications.</div>	<div>😊 Proud of contributing to water conservation.</div>
Opportunities	1. Offer a quick-start guide or a setup tutorial.  2. Highlight data encryption and privacy features.	3. Use simple, color-coded severity indicators.  4. Provide an in-app "Call a Plumber" feature.	5. Add customizable notification preferences.  6. Integrate predictive analytics for better maintenance suggestions.	<ul style="list-style-type: none"> <li>7. Introduce a referral program.</li> <li>8. Simplify sharing insights with auto-generated infographics.</li> </ul>