Recap on the strongest chosen problem/solution pair:

* The problem was that for individuals trying to decrease their total water consumption in the home, while there do exist solutions to aid in achieving this goal, most come with major drawbacks.
* The ideal solution created was EcoSense – a combination of an app and small hardware devices. The devices sit next to water output points in the home and monitor the consumption when turned on. The app gives a nice user interface of all connected devices and comes with various additional features.

**Target Customer 1:**

* A busy mother/father who is trying to cut back on monthly expenses in order to save money. They notice that their monthly water bill is extremely higher than the norm and they begin to realize that the individuals in the family use water very irresponsibly. Their goal is now to reduce the net water use in the home, and as a result, lower their water bill.