

Plant Moisture Tracker (PMT) users will, in theory,  
feel a sense of satisfaction, ease, and content

Think & Feel

PMT users will not hear anything  
per usage of PMT

PMT users will see the PMT  
inserted into the soil

Hear

See

Say & Do

Assumingly, PMT users will offer gratitude to the  
PMT (ex. “Wow, this moisture tracker makes  
watering the plants really easy.”)

Pain

PMT users will, in theory, not experience any pain

Gain

PMT users gain an easier method to watering plants on an  
accessible, adaptive creation