Empathy Map: River Water Quality Forecasting using Machine Learning.

Responsible but constrained.

Passionate about the environment.

Worried about health and nature.

Curious and dedicated to science.

Pollution incidents and funding needs.

New research opportunities.

Public concerns and feedback.

Think & Feel

Hear

See

Water quality data.

Pollution and awareness.

Data trends and changes.

Say & Do

Set rules and test water.

Advocate for clean water and collect data.

Share concerns and sometimes clean up.

Study water and share findings.

Pain			Gain		
Tight budget, enforcing rules.	Limited funds and bureaucracy.	Dirty water, job loss, and health risks.	Keep water clean and safe.	Raise awareness and protect nature.	Advance knowledge and help make good policies.