

# \*\*\*\*Smart Water Bottle\*\*\*\*

## User Research:

Objective: Understand the needs, behaviors, and motivations of individuals who would use a smart water bottle.

Methodology: Online surveys, interviews, and observational studies.

Participants: 20 individuals aged 25-45, with a focus on health-conscious and tech-savvy individuals.

## Key Findings:

1. 75% of participants track their daily water intake.
2. 80% use mobile apps for fitness and health tracking.
3. 90% prioritize convenience and ease of use.
4. 85% value design and aesthetics.

For user persona click this link:

[https://lucid.app/lucidchart/b972f30a-7eb1-4a36-a2cc9840e4a6f8d5/edit?viewport\\_loc=62%2C-935%2C2091%2C3565%2C0\\_0&invitationId=inv\\_e3f62265-4c87-4091-af9cec2ade972b27](https://lucid.app/lucidchart/b972f30a-7eb1-4a36-a2cc9840e4a6f8d5/edit?viewport_loc=62%2C-935%2C2091%2C3565%2C0_0&invitationId=inv_e3f62265-4c87-4091-af9cec2ade972b27)

For customer journey mapping click this link:

[https://lucid.app/lucidchart/8131da10-3e41-450e-9a73-530e5a01c04e/edit?view\\_items=XR1ZA75xrLP0&invitationId=inv\\_f0b411bc-f1eb-4849a2dd-cf00fbf4b864](https://lucid.app/lucidchart/8131da10-3e41-450e-9a73-530e5a01c04e/edit?view_items=XR1ZA75xrLP0&invitationId=inv_f0b411bc-f1eb-4849a2dd-cf00fbf4b864)

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