



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Will it pollute
the water and
endanger
fishes?

Provides
Better
quality
water

Eco friendly
solution

Much
needed
innovation

A good
product to
invest

What do they SEE?

environment
friends
what the market offers

Better
drinking
water

sensors in
water

Useful
innovation

Insecure
about
electronics
in water

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Initiatives like
these aren't
just fancy but
nessecary

PAIN

fears
frustrations
obstacles

Fear of fish
ecosystem
among
some people

Making it a
stable
solution

GAIN

"wants" / needs
measures of success
obstacles

Cheap and
affordable

Found it
welcoming
among most
people