



1 Phases High-level steps your user needs to accomplish from start to finish	REASON TO BUY THIS PRODUCT	ANALYZES VARIOUS PRODUCTS	CHOOSES THE MOST EFFICIENT PRODUCT	PAYMENT
2 Steps Detailed actions your user has to perform	wants to choose an efficient device for maintaining water quality	Other available meters are colorimeters, photometers and test strips	colorimeters, photometers are more efficient compared to test strips	After metres are introduced, the users feel safe and secure
3 Feelings What your user might be thinking and feeling at the moment <div>   </div>	Customer thinks it will lead to a healthy life	The user is amused by the various types of meters available	Notifies the authorities with the detected levels	Ensure the QoS
	Nervous in case of hardware failure	worry about troubleshooting	product life durability	Nervous about security related issues
4 Pain points Problems your user runs into	After setup, the villagers need not worry much about the quality of water	Customer thinks about solution for their problem	After getting this the villagers won't get any unhealthy water issues.	They think the meter will be user friendly
5 Opportunities Potential improvements or enhancements to the experience	The customer gets the better quality water	The customer will be aware of other meters and devices	The customer comes to know which meter and device is the best one	The customer will be happy and satisfied <div> TIP Click on the + outside the corner of the table to add additional rows and columns. </div>