What do they THINK and FEEL? Can I use this? Best prediction Method Good results in terms of purification What do they HEAR? What do they SEE? Purification Efficiency of the model Retention of minerls Does the mineral water contains sufficient and essential minerals? Accuracy What do they SAY and DO? Cannot compromise in quality Will the minerals Will the health gets filtered? gets affected? Whether the chemicals remain or get filtered? PAINS GAINS Need of Customer Support technical knowledge Insights about health Better Quality issues Over expectation Long process about an product