Designed for: Designed by:

**GOAL** 

What do they need to **DO**?

\*They expect extra features from the product.

\*The device need to show accurate results.

\*The feature provided must be unique and good enough to solve the problem.

\*By consistently obtaining accurate results, we can confirm the efficiency of the system.

river.
\*Industrial Owners/Authorities.

know the quality of water.

with?

WHO are we empathizing

\*Villagers/common man who have a desire to

\*people who are dependent on river water for

\*Those people who live in regions nearby the

What do they **HEAR**?

\*They hear about many technical features for monitoring Water quality

\*They hear many feedbacks by other customer over the same product

\*They hear about various other company products and how other products are able to give competition to our product. DAINC

What are their fears, frustrations, and anxieties?

- Whether the app might display wrong information from sensor output.
- The product might not alert the user on time and user may consume the dirty water.
- Anxieties and fear regarding health loss, after drinking unfit drinking water.

dirty or turbid.

**GAINS** 

What do they THINK and FEEL?

What are their wants, needs, hopes and dreams?

- 1) Every user needs an product with effective and easy user interface.
- 2) User needs the app to display more details.
- 3) They hope to receive service when requested

What do they **SEE**?

- \*They might come across a better product.
- \*They might read articles regarding the price of similar products

Date:

Version:

\*They see their colleagues/Friends use different sensors to monitor the parameters.

What do they **SAY**?

- · We want a reliable App to monitor water quality.
- We want a better Graphical interface in application for better understanding and Viewability.
- We want to App Services to be provided free of cost.
- The App must be open source and do not contain any bugs.

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What do they DO?

A feeling of security and safety can be assured

or induced in the user's mind, once they know that the product is showing precise results and therefore they can be relieved by the fact that they will be notified at the time when water is

\*They compare and discuss the features offered by other products.

\*They check the effectiveness of the sensor outputs with manual testing, and observe the accuracy.