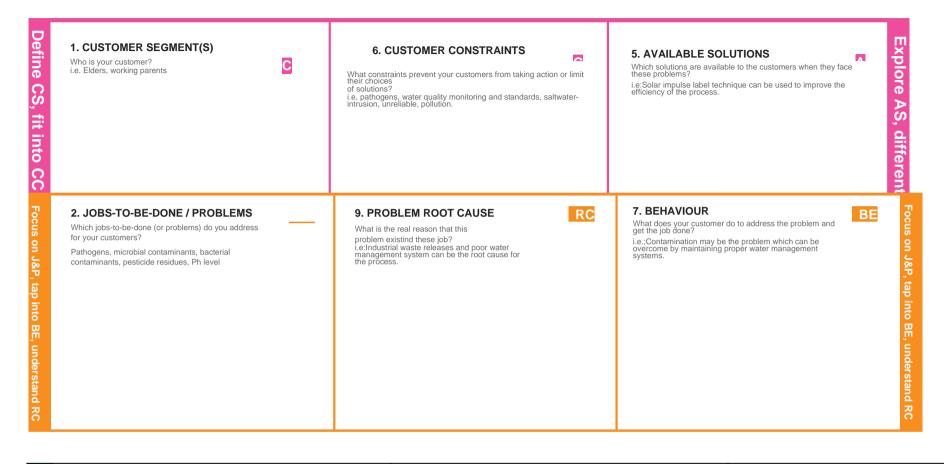
Team ID: PNT2022TMIDxxxxxx



3. TRIGGERS

What triggers customers to act?

i.e., Consuming clean water will greatly improve your health and wellbeing.

10. YOUR SOLUTION

TR

Water pollution is one the main environmental issues that we are facing, as more than 70% of the Earth's surface is water-covered.

8. CHANNELS of BEHAVIOUR

.1 ONLINE

SL

What kind of actions do customers take online? The real-time water quality tehniques can be adopted.

8.2 OFFLINE

What kind of actions do customers take offline? i.e:Microfiltration method can be adopted forthisntechniques.



СН

4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? i.e., intensity, fear > calming-tranquil, playful joy, in control - use it to create pieces that evoke the emotions of water.		
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