

EFFICIENT WATER QUALITY ANALYSIS AND PREDICTION USING MACHINE LEARNING

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Advanced
technology

User
friendly

Beneficial

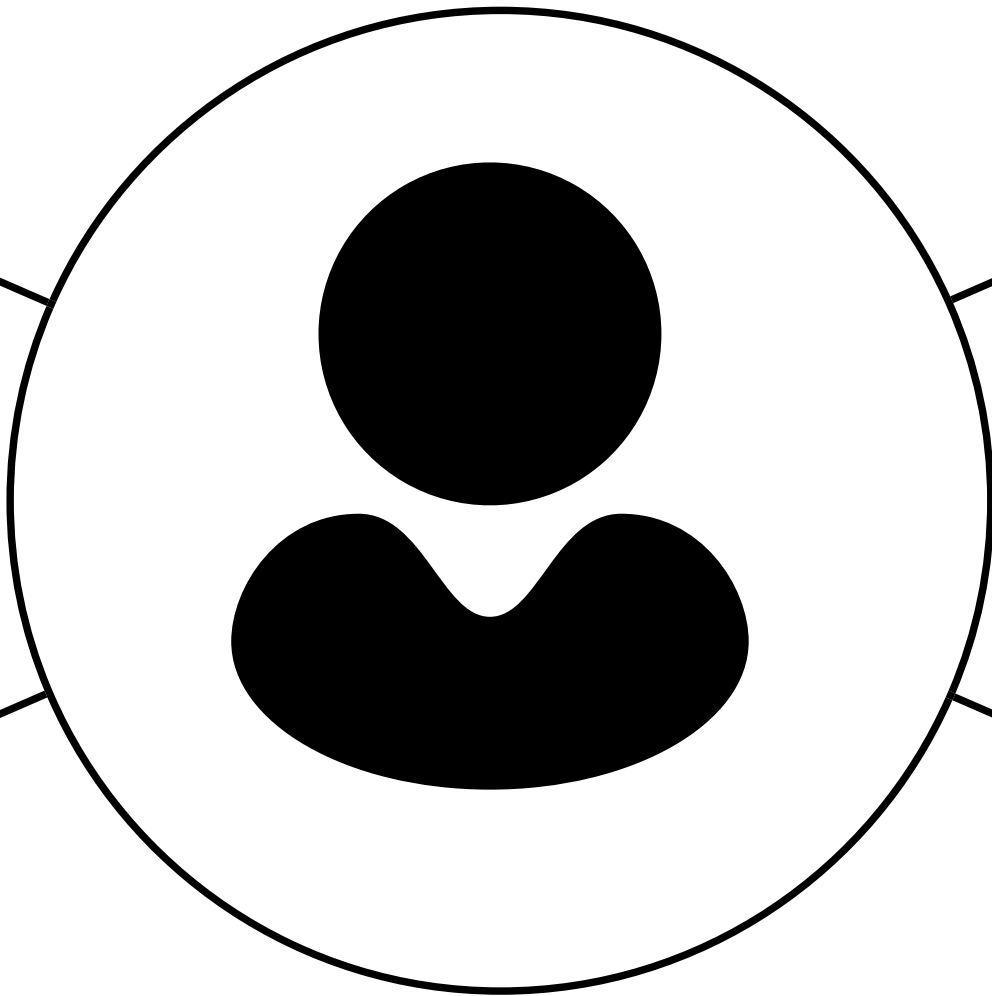
What do they
HEAR?

what friends say
what boss say
what influencers say

High
technical
knowledge

Not
precise

Data sets
required



Day to
day use

Suitable
for
drinking

Quality
enhancement

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Protects
public health

Efficient
method

Refining
polluted
water

PAIN

fears
frustrations
obstacles

Complex
installation

Expensive
implementation

Less
reliable

GAIN

"wants" / needs
measures of success
obstacles

Controls
excessive
chemicals

Purified
water

Valuable
data