

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

If the river
looks dirty
Can we use
this water ?

Whether the
sensor
always
detects?

All people
are drinking
only the pure
water?

To keep the
river water
always clean

The river is
majorly
affected by the
Industrial
pollution

What to do if
the power
consumption
is less in
sensor?

What do they HEAR?

what friends say
what boss say
what influencers say

Whether the
river sand
purify the
water?

By using the
solar panel we
can get the
power easily at
any time

If we use
impurified
water it will
affects our
health

Water is
polluted due to
the mixing of
industrial
waste



The chemical
factories are
near by the
river

Sometimes
the animals
move to the
river

Often,
Human
begins will
wash their
cloth

The Algae is
present on
surface of
the river

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

More
sewages
releases

Pollution
causes water
to become
toxic

More
wastages are
throwing to
the river side

Industrial waste
can be
deposited and
decomposed
under the land

Do not
throw away
medicines

Use less
plastics

Industries
should built
far away from
the river

PAIN

fears
frustrations
obstacles

Because of
throwing
dusts it will
create some
mess smell

Water
pollution
may cause
diseases

It will
affects the
Eco system

This water
is harmful
for drinking

GAIN

"wants" / needs
measures of success
obstacles

Measure
the water
quality

Find ph
level

Using
sensor

Concentrated
chemical
should be
controled