

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

There is a
need for
device which
monitor water
quality

If there is any
problem in water
quality
immediate action
to be taken

What do they HEAR?

what friends say
what boss say
what influencers say

Increase in
water
temperature
of river

Large amount
of fertilizers
drain into
river

Disease
spread by
contaminated
water

There is no
any proper
IOT device to
do these tasks

What do they SEE?

environment
friends
what the market offers

River quality
gets worsen
each day

Aquatic
Ecosystem
is affected

Immediate
actions are
not taken
immediately

Due to poor
water quality
several health
issue occur

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Industry
needs to
monitor these
parameters

They need a
device which
constantly
monitors
individual
parameters

PAIN

fears
frustrations
obstacles

The device
must be able
to withstand
all conditions

Regular
maintenance
should be
done

Sensors
must be
effectively
embedded

GAIN

"wants" / needs
measures of success
obstacles

Effective IOT
device which
makes the
process easier

River water
quality is
enhanced

Health
hazardous by
river water is
controlled