



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Drinking
clean water
is essential
to life.

About 80% of the
water in India
flows through
major river bodies.

River water
contamination

River water quality
monitoring

Affordable
water quality
monitoring

Water with
good
quality

Cost effective and
efficient system
designed to monitor
River water quality.

What do they SEE?

environment
friends
what the market offers

Portable
and reliable

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Prevention of
water borne
diseases like
cholera
,typhoid.

It is easier to
monitor than
treatment of
contaminant
water bodies. .

Protection of
water
ecosystem and
Aquatic lives

Gives
information
about quality
of water

Avoid dumping
of chemicals
from factories in
rivers and lakes

Monitor the oxygen
level of water in
order to protect the
aquatic life.

What do they HEAR?

what friends say
what boss say
what influencers say

Real time data
analysis to
provide quicker
solutions to avoid
water pollution

Frequent
monitoring of
water quality by
checking for
salinity,nitrates,te
mperature,ph.

PAIN

fears
frustrations
obstacles

Massive disposal
of grease,garbage
affects the water
quality badly.

The major factors affecting
quality of water are
pesticides ,erosion and
population growth.

Existing system
has long waiting
time for results
high cost and less
precision

Sensor based
system has high
complexity and
low performance

GAIN

"wants" / needs
measures of success
obstacles

Data
accuracy,reliability
and efficiency

Easier
maintenance
and cost
effective

Helps us develop
water quality
management
measures to
protect water
resources.