

what does (s)he

THINK & FEEL?

Is this safe?

what will be the
water quality?

is that
accurate?

Can I drink
this water?

What really counts
Major preoccupations
Worries & aspirations

How to know
quality?

Knowledge
about water
quality.

Confidence
about the
water they
drink.

what does (s)he

SEE?

Environment
Friends
What the market offers

Using user
friendly app
developed by us

what does (s)he

SAY & DO?

Attitude in public
Appearance
Behaviour towards others

Finds the
application to
be a life
saviour

Will get attracted
to new way of
quality checking

what does (s)he

HEAR?

What friends say
What the boss says
What influencers say

How do you
test your
water
quality?

what is the
name of
the app?



PAINS

fears
frustrations
obstacles

Is the
water
safe ?

Will my family
be healthy by
drinking this
water?

Knows
the
quality of
water

Knowledge
about which
water can be
used

GAINS



“wants”/needs
measures of success
obstacles