Empathy Map

REAL-TIME RIVER WATER QUALITY MONITORING AND CONTROL SYSTEM

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- check the water purify
- it's safe to ecological
- measure temperature level of water

What do they HEAR?

what friends say
what boss say
what influencers say

- quick problem solving
- find the issue of the locality
- fast alerting

What do they SEE?

environment
friends
what the market offers

- promote sustainable water managements
- drinking water should be from turbidity
- focus on solving problem

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- how much does this cost
- unique characteristics
- the effect of mining of water

PAIN

fears
frustrations
obstacles

- need to be control because it cause disease
- equipment cost are expansive
- vulnarble to damage or loss
- soil specific calibration is needed

GAIN

"wants" / needs
measures of success
obstacles

- healthy water supply made possible
- needed in rapidly changing system
- detect and fix problem easily