

ENERGY  
EFFICIENT  
PROUCT

REAL-TIME  
INDICATOR

UPDATING OF  
DATA  
CONTINUOUSLY

*What do they*  
**THINK AND FEEL?**

EXCITED

SASTIFICATION

DISAPPOINMENT

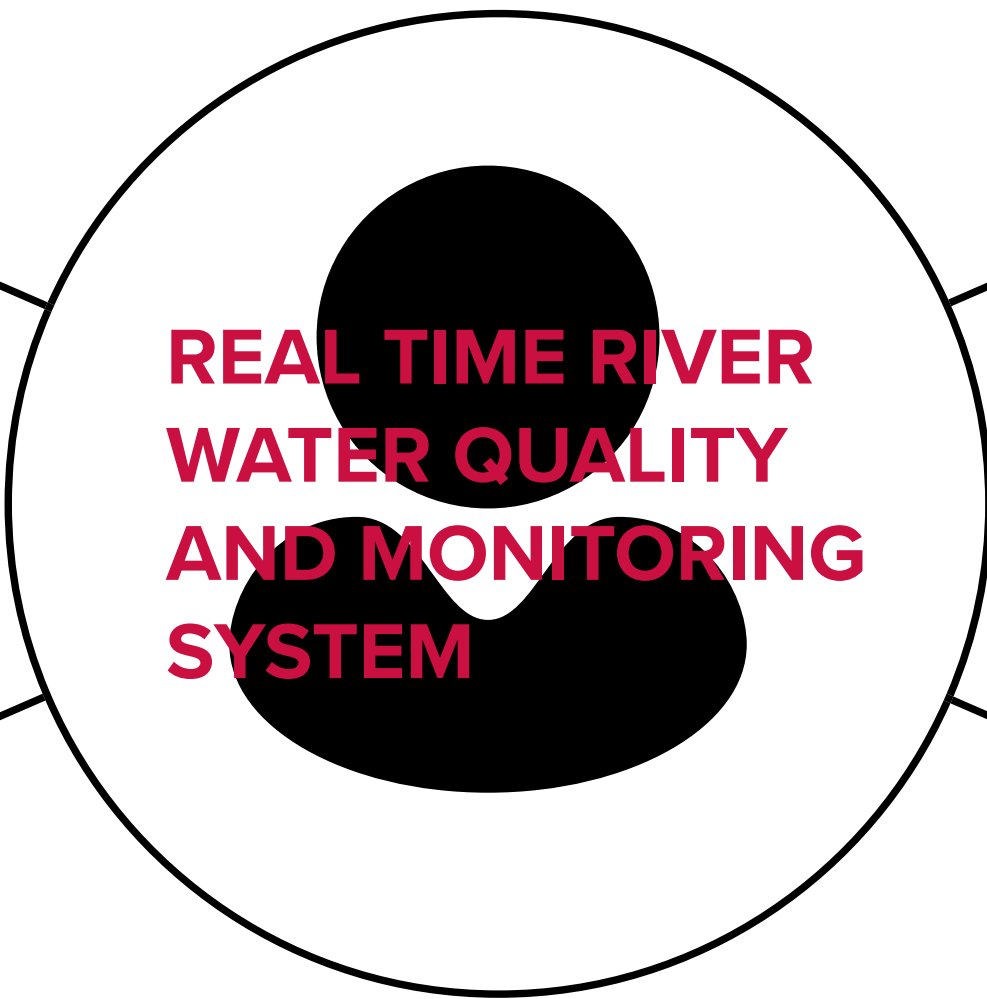
what really counts  
major preoccupations  
worries & aspirations

COST  
EFFECTIVE  
PRODUCT

DIFFERENT  
BRAND

MATERIAL  
QUALITY

ASSURANCE  
CERTIFICATE



TAM(Technology  
Acceptance  
Model)

PRODUCTS  
WARRANTY  
AND  
GUARANTEE

UTAUT(unified  
theory of  
acceptance and  
use of  
technology)

WATER  
QUALITY  
MONITORING  
ABILITY

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

*What do they*  
**SAY AND DO?**

TO MAINTAIN  
TURBIDITY  
VALUES OF  
WATER

TO  
MAINTAIN  
Ph VALUES  
OF WATER

ALSO  
MONITOR THE  
WATER  
TEMPERTURE

ALTERING THE  
AUTHORITIES IF  
WATER QUALITY  
IS NOT GOOD

IDENTIFICATION  
OF DUST  
PARTICLES IN  
WATER

INDICATION  
MESSAGE TO  
LOCALS THAT  
WATER IS NOT  
IN GOOD  
QUALITY

attitude in public  
appearance  
behavior towards others

**PAIN**

fears  
frustrations  
obstacles

FERTILIZER WASTE  
SEDIMENTATION  
IN NEAR BY WATER  
BODIES

SEASONAL  
CHANGES

UPSTREAM  
AND  
DOWNSTREAM  
OF WATER

INDUSTRIAL  
CHEMICAL  
WASTE DEPOSIT  
NEAR WATER

INCREASING  
OF  
TURBIDITY

**GAIN**

“wants” / needs  
measures of success  
obstacles

REMOTELY  
CONTRAL  
IOT VALVES

LESS  
MAINTENACE  
PRODUCT

COST  
EFFECTIVE  
PRODUCT

Nekton  
marine life  
safeguard  
is done

SAFE  
DRINKING  
WATER