

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Water
colour may
changes

What market Offers:

When the water
quality gets low, it will
send alert message
to water supply board

What friend sees:

1-Temperature of
water
2-Quality of water

What do they
SEE?

environment
friends
what the market offers

What
environment
sees:
Chlorine and
Bleach will kills
algae

Water may be
polluted by
industrial
waste

Water should
be pure and
clean for
consumption

Water may
lost its taste
and turns its
colour

Influencer Says:
When the
concentration in
chemical reaction
is high, the
temperature gets
high

Boss Says:
Water
pollution can
fluctuate
Water pH

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

use non-
chemical i.e
organic methods
and avoid
chemicals

Maintain pH
value of
water in
accurate
value

Do not dump
chemical
medical wastes
in water
sources

Friend says:
Water pollution
reduces the
quality of water

PAIN

fears
frustrations
obstacles

Water
temperature
may differs
according to
weather

Dust removal
from water
source is quite
challenging

water
solution
maintaining
is difficult

GAIN

"wants" / needs
measures of success
obstacles

Can track
the flow of
water

Helps people
to aware of
water
pollution

Water related
disease can be
controlled by
continuous
monitoring