



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

How accurate
the analysis
on water be?

How the
water quality
is measured?

How useful is
this project?

Is it
necessary?

Affordable
or not?

Satisfaction

useful or
not

What do they SEE?

environment
friends
what the market offers

User friendly

Purpose of
water

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Drinking
water or not

Degree of
water
purenness

Recycle
possible or not

What do they HEAR?

what friends say
what boss say
what influencers say

Cost Effective

Is it possible?

is it efficient?

Its useless

It is
safe

Is it
Necessary for
installation

PAIN

fears
frustrations
obstacles

Accuracy

Not a Certified
Quality test

Some
Chemical
terms(pH,
salt,...)

GAIN

"wants" / needs
measures of success
obstacles

Water is
recyclable or
not

Quality of
water and its
uses

Cost Effective