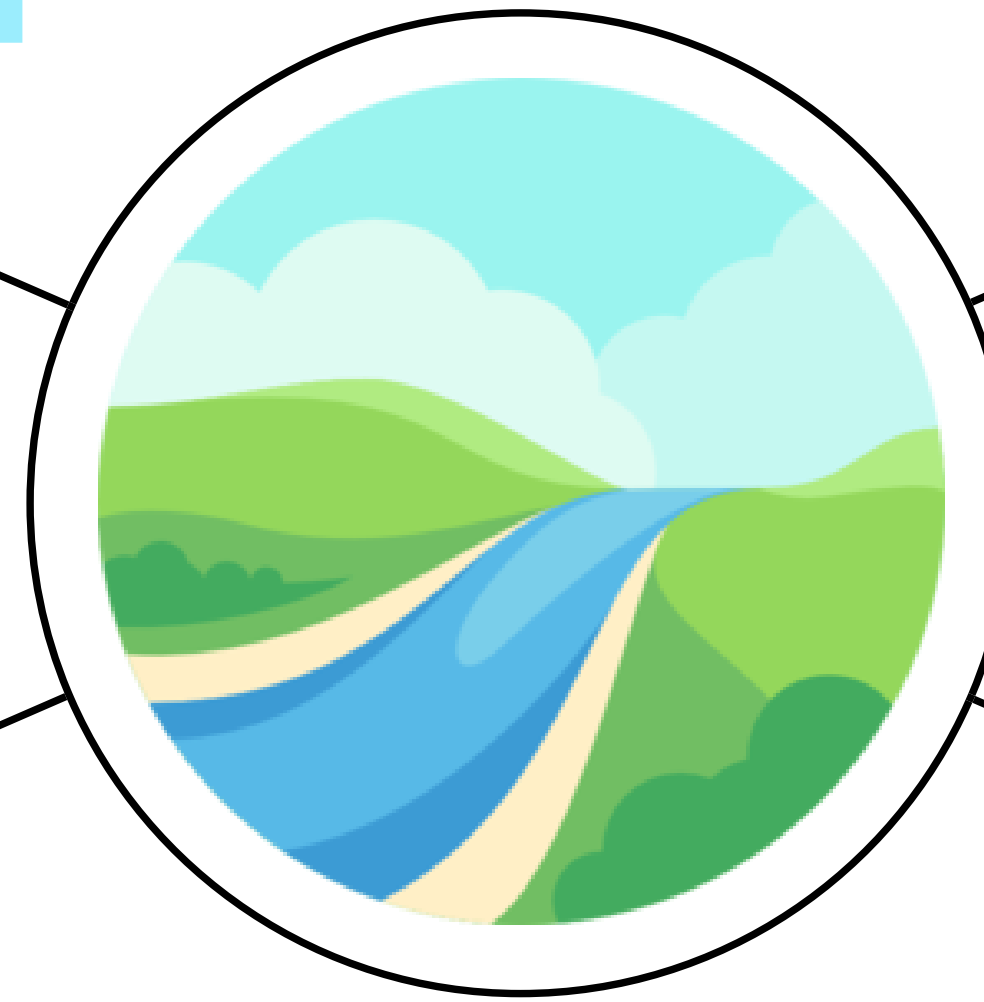


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Takes lesser
time to
analyze the
quality

To save the
marine
organisms from
unwanted
pesticides and
pollution

It took
manpower to
maintain the
water as
pollution-free

To monitor the
soil fertility &
quality of the
river water

Innovative
design and
idea of the
product

Very helpful
to conserve
the diverse
environment

User friendly
application, helpful
to get the real time
data of the water
quality at ease

Now a days water
is a valuable
resource, the
market requires a
product regarding
water quality

What do they
SEE?
environment
friends
what the market offers

What do they
HEAR?
what friends say
what boss say
what influencers say

High
accuracy and
efficient
device and
system

Does it
electrocute
the marine
life

Alerts the quality
changes, so both
marine and
humans who
depends on the
water

pollution free
water to
consume and
marine

Is this wired
or wireless
device?

Automations
reduces the
work of
Monitoring
manually

Marine
organisms
would be
conserved

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

PAIN
fears
frustrations
obstacles

Working model
will affect
during the
natural disaster

Status of the
product
during
drought

Malfunction
due to
moisture

Effects
affecting
the
echology

GAIN
"wants" / needs
measures of success
obstacles

Continuous
observation
and report
generation

Accurate
data set

Water-
proofing
the product

Smart
detection of
environment