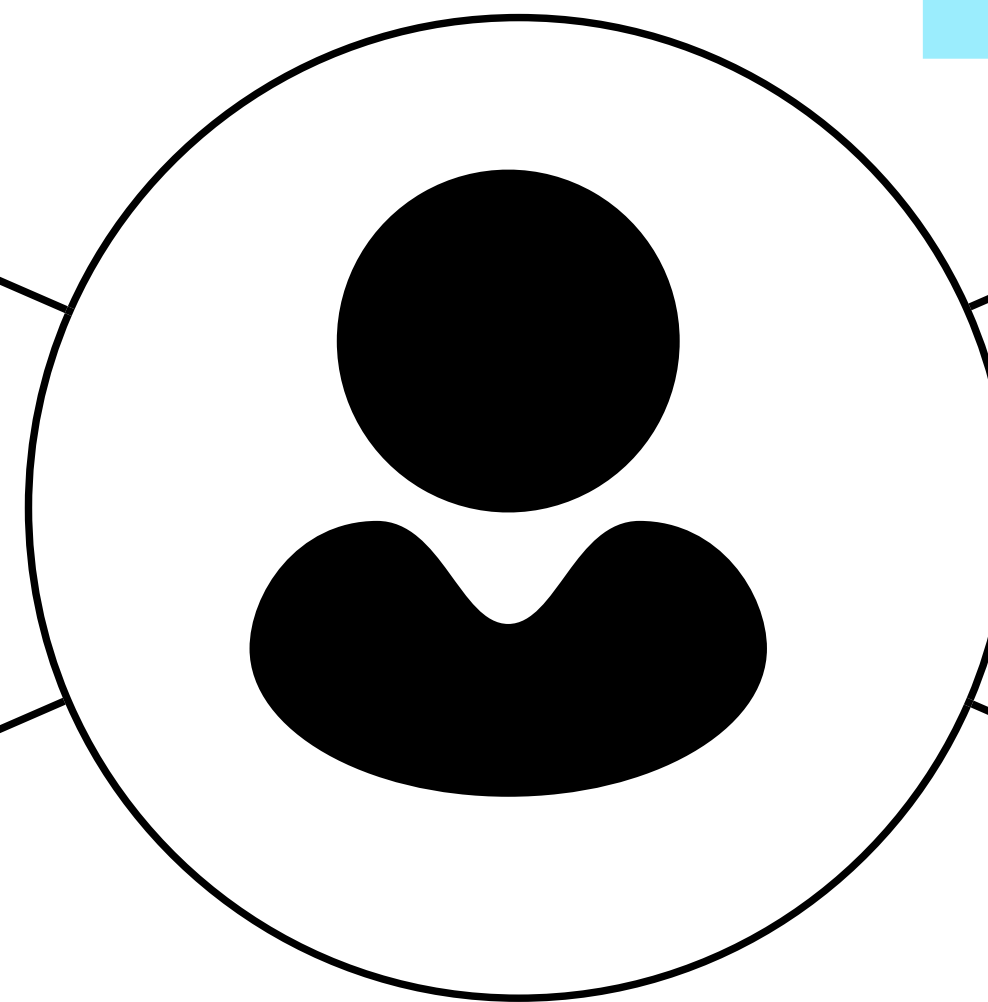


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

The river
water should
be clean

maintenance of
ecology system
around river

floods may
affect the river
water
management

management
should not
affect the living
things

1.monitor the ph
level of the water
2.monitor the
temperature of the
water.

The system
should be
reliable and
scalable

the app gives the alert
messages to authorities
when quality of water
is not good it helps the
localities to not drink
the water

Influencers says:
the management
should control the
waterborne
disease

Boss says:
the estimated
amount of water
should be given to
the industries

Friends says:
the demand for
drinking water is
high it should be
hygienic

site-specific
characteristics
should be
considerable

for better results
the measurement
data should be
real time

local sustainable
development
projects can be
fostered by public
participation

PAIN

fears
frustrations
obstacles

water pollution
cannot cured
easily

increasing
demand for
enhancing food
production

algae in water
reduce oxygen
level

GAIN

"wants" / needs
measures of success
obstacles

immensely help people to
become conscious
against using
contaminated water as
well as to stop polluting
the water

continuous
monitoring of
measurement helps
in effective
management

assist in monitoring
the various
measurement to
control the effects of
river water