



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

what really counts  
major preoccupations  
worries & aspirations

- alert us to current, ongoing, and emerging problems
- determine drinking water standards
- protect other beneficial uses of water

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- "Easy and userfriendly"
- It will save our time
- It is far better than traditional analysis techniques

*What do they*  
**SEE?**

environment  
friends  
what the market offers

- It eliminates a timeconsuming process
- instant solution
- Userfriendly application

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

attitude in public  
appearance  
behavior towards others

- "Can you guarantee the accuracy of this application"
- "I will try this and compare with actual outcome and predicted one"
- "It is such a good application for authorities to monitor river quality"

**PAIN**

fears  
frustrations  
obstacles

- it may lead to the wrong prediction
- some peoples fears about "is it actually works"
- A small error in the algorithm or data results in a large amount of loss.

**GAIN**

"wants" / needs  
measures of success  
obstacles

- Better utilization of Available resources
- Early detection and management of problems
- time efficient