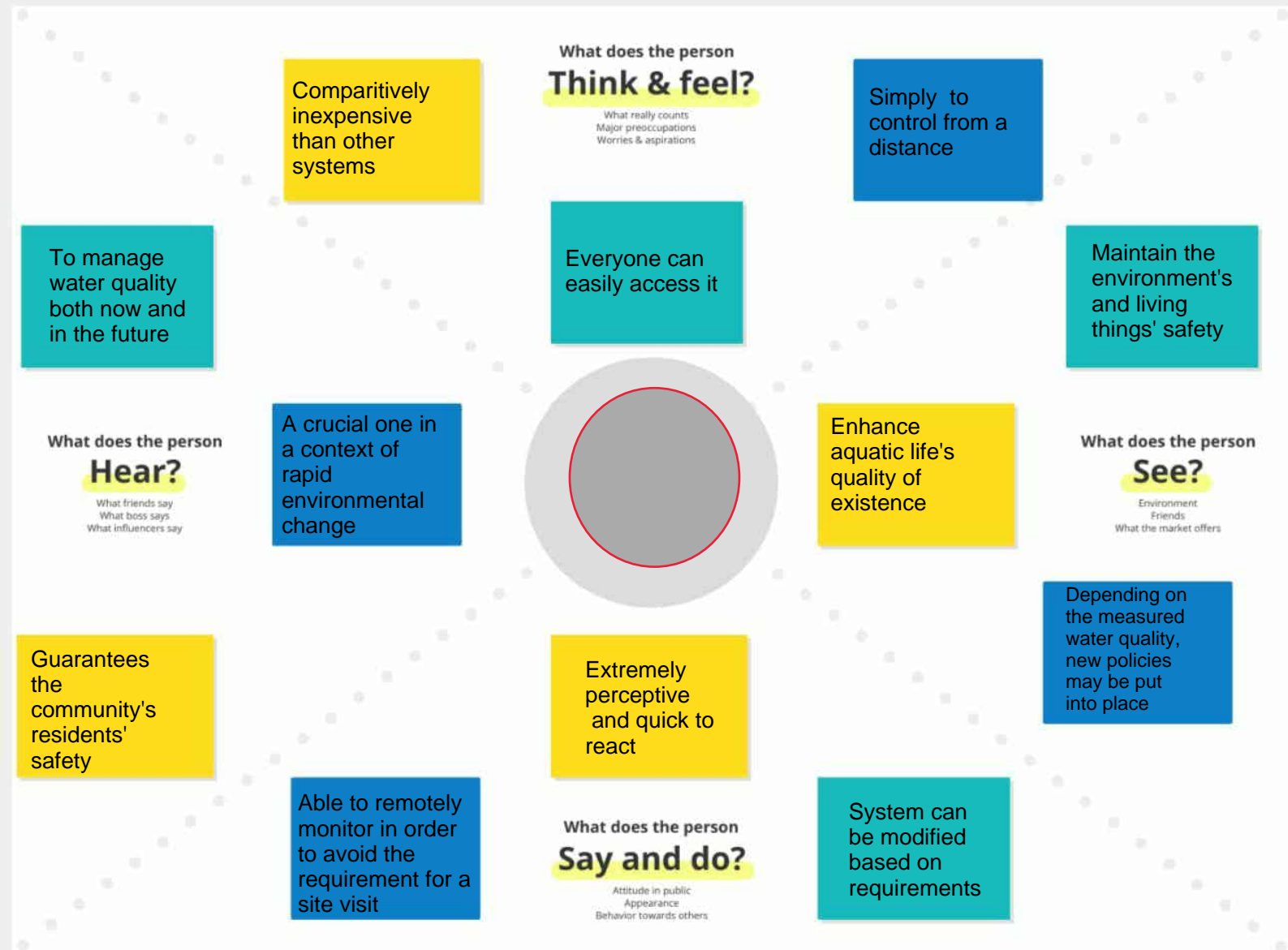


CUSTOMER EMPATHY MAP

Identify your customer and create a great product, service or design
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Pain

Fears
Frustrations
Obstacles

Since the system is computer-based, occasionally problems may be brought on by software or server problems. If the sensors are damaged in any way, they must be repaired or replaced. Periodic site monitoring is needed to verify that the system is operating as intended.

Gain

Wants/Needs
Measures of Success
Obstacles

It can lower the chance of contracting infections originating in water and it also determines how well the water is. Remote water quality testing allows authorities to provide localities with guidance.