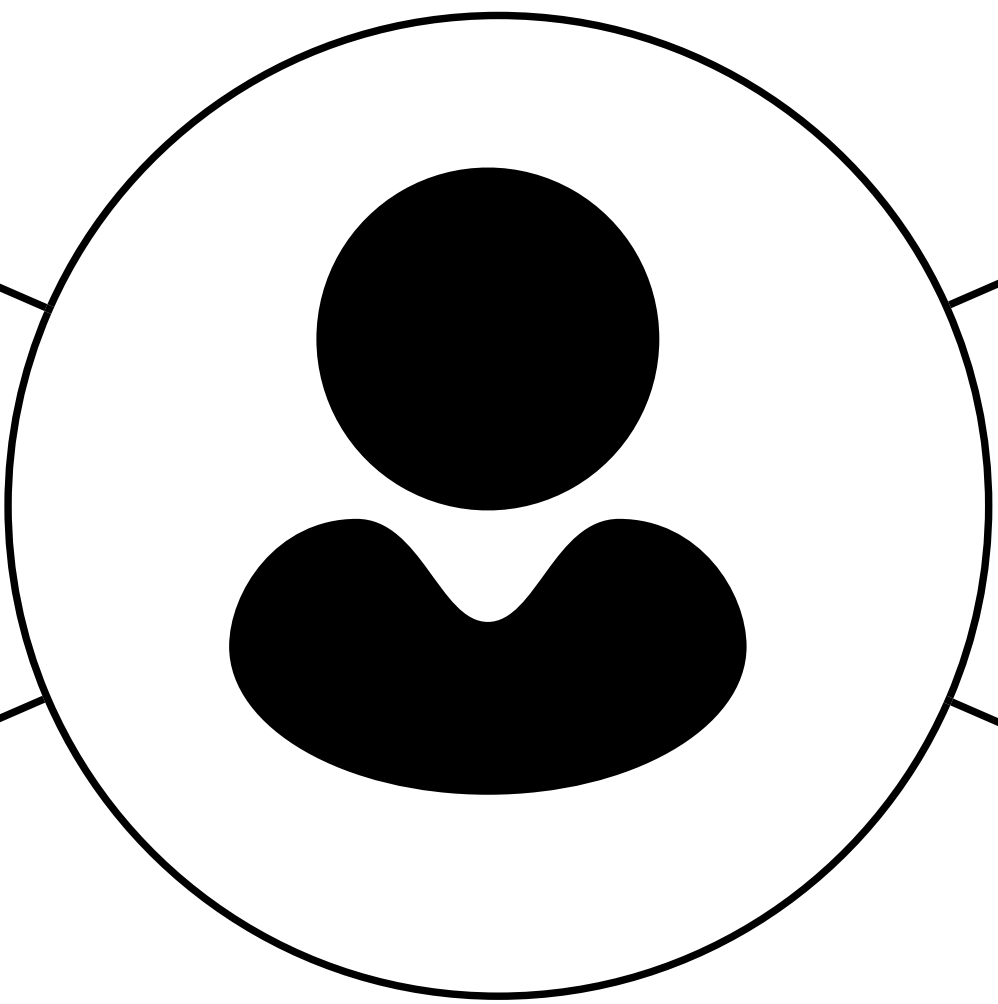


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Quality at real time
- Water use ability
- Accuracy and natural colors

- Good water quality or not
- Efficient for use or not
- Toxic or not

- water quality
- Accessible to all →
- Quality analysed with out sensors

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Quality for use
- Best for use or not
- Easily useable by all

PAIN

fears
frustrations
obstacles

- Water Intoxication
- Water Cannon
- Natural Calamities

GAIN

“wants” / needs
measures of success
obstacles

- Helps in balancing the water cycle
- Water is essential for agriculture
- Extreme health benifits