



### Pain

1. If the flow of the river water is more than the fixed level, it would be difficult to implant our IOT device.

### Gain

1. The monitoring can be done at any time.
2. Can be used for irrigation after removal of the unwanted impurities.

# FILL ORDER

## 1. SAY & DO

Anything the customer might say out loud to other people and action they will do about a problem they are trying to solve

## 2. THINK & FEEL

How you empathize with your customer, note down what the customer is most likely feeling

## 3. HEAR

Everything that your customer hears others saying. It's a great way to identify the community that they live in.

## 4. SEE

What a customer sees in their immediate environment. This also includes what customers are reading or watching, and what they see others doing.

## 5. PAIN

All of the pains that your customer might have that your product or service would solve.

## 6. GAIN

What a customer would gain by using your product or service. How would it make their life better?