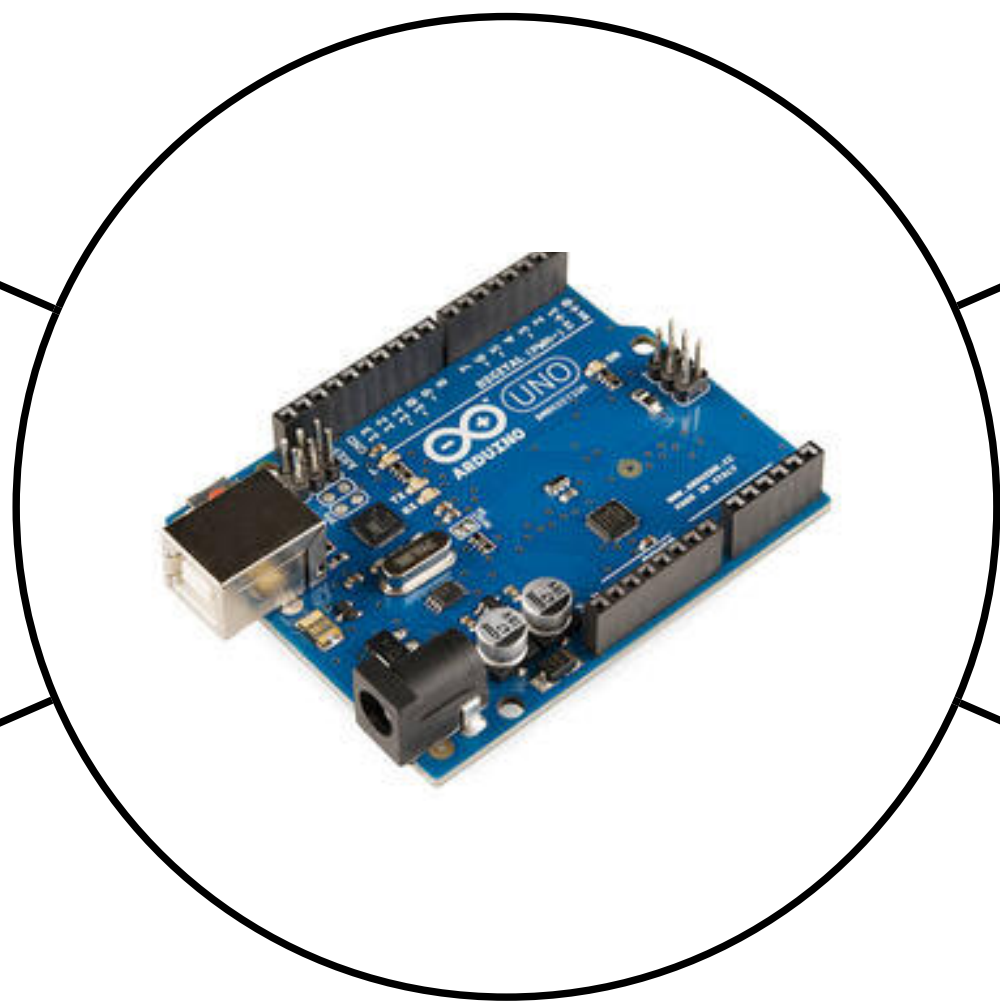


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



We can create  
sensor based  
water quality  
monitoring  
system



*What do they*  
**SEE?**

environment  
friends  
what the market offers

Consumption  
of less power

The water quality testing  
is likely to be more  
economical, convenient  
and fast

No carbon  
emission  
and higher  
limberness

The PH level of  
the water can be  
monitored.  
Water  
temperature can  
be monitored.

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

attitude in public  
appearance  
behavior towards others

Current water quality  
monitoring system is  
a manual system with  
a monotonous  
process and is very  
time-consuming

Beneficial in  
treating waste  
water before it is  
transferred to  
freshwater  
bodies

River water quality can  
be monitored by the  
web application.  
Can be able to know if  
there are any dust  
particles present in the  
water.

It is more  
effective and  
does not  
harmful to the  
environment

It will give correct  
accuracy on  
quality of water, so  
people should  
drink hygiene  
water

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

**PAIN**

fears  
frustrations  
obstacles

If the user lost  
internet  
connection, the  
user may not  
be able to receive  
alerts

The people  
may  
consume  
toxic water

It does not  
show the  
correct pH  
value of  
water

**GAIN**

"wants" / needs  
measures of success  
obstacles

Real-time data  
technology access  
can be done by  
using remote  
monitoring and IoT

If the water level  
increases and it  
automatically  
receives message  
to the user

The water  
monitoring  
system with high  
frequency, high  
mobility

Advanced  
data  
analyses

