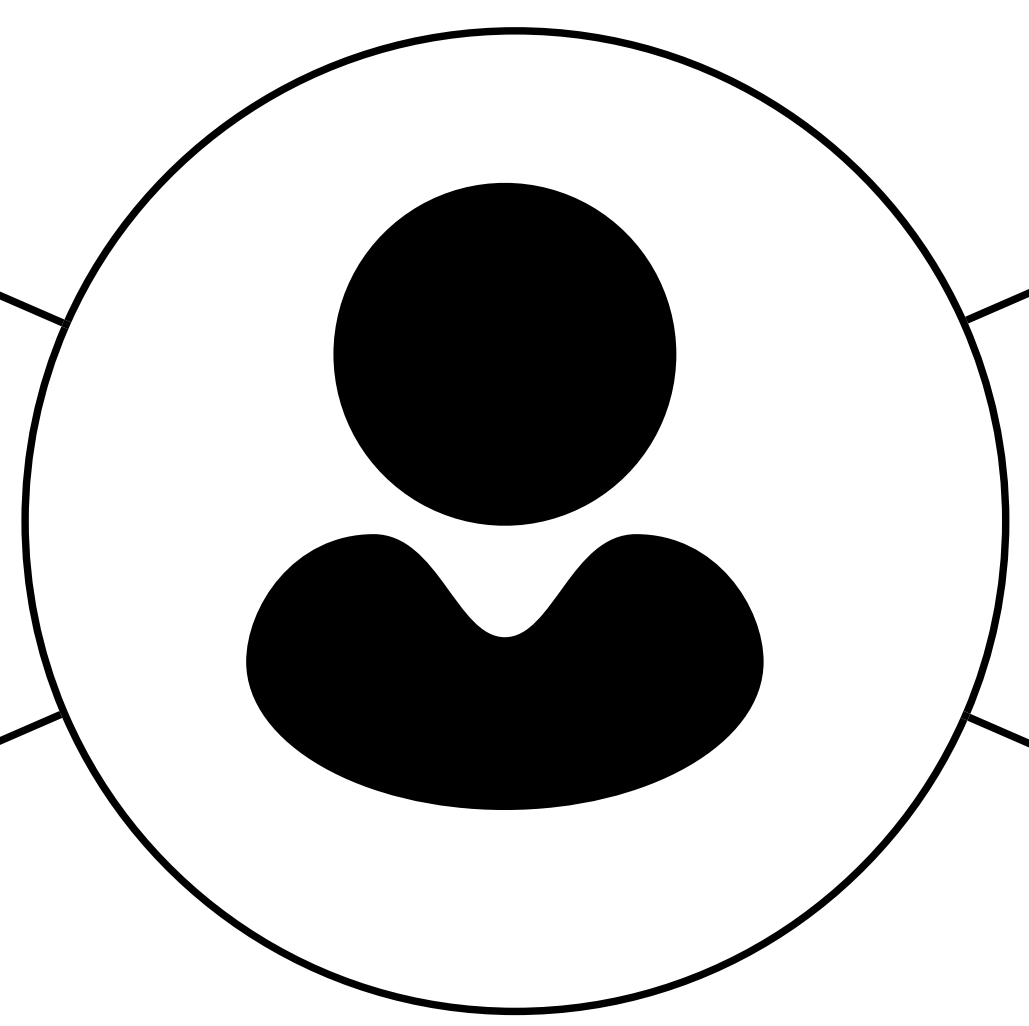


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

“wants” / needs
measures of success
obstacles

Nowadays
water
quality is
not good

poor water
quality leads to
contamination
of water

water
contamination
may cause
many diseases

To prevent water
borne diseases,
water quality must
be analyzed
before usage.

Water quality
can be
analysed
using some
parameters

Many Fresh
water such as
lakes, ponds and
rivers are being
polluted day by
day

water ph level,
conductivity,
hardness are used
as a parameters to
analyze water
quality

Water Quality can
be predicted by
considering all
water quality
standard
indicators.

water quality will
be predicted
using machine
learning
techniques.

Many lives are
affected by
water
contamination

Many people
are afraid of
water borne
disease like
cholera, typhoid.

Predicting the urban water
quality is a challenging task
since the water quality
varies in urban spaces non-
linearly and depends on
multiple factors, such as
meteorology, water usage
patterns, and land uses

Water Quality
can be analyzed
using some
machine
learning
techniques.

Thus by analyzing
water quality, many
water borne
diseases can be
prevented and
human can lead a
healthy life.