



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
Drinking water has an unpleasant taste and smell.	Residents who rely on the municipal water supply.	Enjoy drinking water that tastes and smells pleasant.	The presence of contaminants or chemicals in the water.	The water treatment process or infrastructure may not effectively remove or reduce contaminants or chemicals.	Disgusted, uneasy, and reluctant to drink or use the water.
The cost of bottled water is too high for me to afford.	Consumers who prefer to drink bottled water over tap water.	Have access to affordable, safe drinking water.	The high cost of bottled water.	Limited access to other sources of safe drinking water.	Frustrated and concerned about the quality of the drinking water.
I am concerned about the long-term health effects of consuming unsafe drinking water.	Residents who rely on the municipal water supply.	Ensure that the water I drink is safe and free from harmful contaminants.	The potential presence of harmful contaminants in the water.	Inadequate monitoring and testing of the water supply by authorities.	Worried, anxious, and afraid of the health consequences of consuming contaminated water.

The water supply is unreliable, with frequent disruptions or shortages.	Residents who rely on the municipal water supply.	Have access to a reliable and consistent supply of clean water.	Frequent disruptions or shortages of the water supply.	Inadequate infrastructure or maintenance of the water supply system.	Frustrated, inconvenienced, and unable to carry out daily tasks that require water.
I am concerned about the safety of my municipal drinking water	A resident of the community	Ensure that the water I consume is safe and clean	I don't have access to information about the water quality	The testing and reporting process is not transparent	Anxious and unsure about the safety of the water