**Ct &** **Dt SPSU “INNOVATORS” TASK.NO:02 TASK NAME: ANALYTICAL THINKING**

**Product:** Smart Water Bottle

**Problem Statement**: People struggle to stay hydrated throughout the day, leading to decreased productivity and overall well-being.

**User Research:**

**Objective:** Understand users hydration habits, pain points, and motivations.

**Methodology:**

* Online surveys (n = 100)
* In-depth interviews (n = 10)
* Observational studies (n = 5)

**Findings:**

1. 75% of users forget to drink enough water throughout the day.
2. 60% of users track their water intake manually.
3. 80% of users prioritize health and wellness.

**Persona Creation:**

Based on user research findings, we create two personas:

|  |  |  |
| --- | --- | --- |
|  | **Persona 1**  **Health-conscious Hannah** | **Persona 2**  **Busy Entrepreneur Brain** |
| **Demographics** | * Age: 28-35 * Occupation: Marketing professional * Education: Bachelors degree * Income:$50k-$75k | * Age:35-45 * Occupation: Small business owner * Education: Bachelors degree * Income:$75k-$100k |
| **Goals** | 1. Stay hydrated throughout the day. 2. Monitor Water intake. 3. Concerned about plastic waste. | 1. Increase productivity  2. Stay focused.  3. Maintain energy levels. |
| **Pain Points** | * Forgetting to drink water * Difficulty tracking water intake. * Concerned about plastic waste. | * Difficulty staying hydrated during long work hours. * Limited time for self-care. * Concerned about sugar drinks. |
| **Behavior Patterns** | * Regularly checks phone for reminders. * Uses fitness trackers. * Buys eco-friendly products. | * Uses productivity apps. * Drinks coffee throughout the day. * Prioritizes convenience |

**Design Implications:**

Based on these personas, the Smart Water Bottle design should:

1. Send remainder to drink water.
2. Track water intake automatically.
3. Use eco-friendly materials.
4. Integrate with popular fitness trackers.
5. Provide personalized hydrations goals.

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