



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- provide assurance that the monitoring program has been systematically planned
- An effective way of communicating with sponsors
- Verify whether the observed water quality is suitable for intended uses

What do they HEAR?

what friends say
what boss say
what influencers say

- what do our friends say about this real-time water quality monitoring and control system
- what kind of thing the project is based with?
- what is the benefitsof the project ?

What do they SEE?

environment
friends
what the market offers

- This project is useful for environment and helps to develop environment
- This thought process is worthy
- The marketers willing to promote this project

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- Whether hey used to show their interest in accumulating with this theme?
- Will they convey our theme with others?
- Whether they show the interest in collaborating with this kind of project all the time?

PAIN

fears
frustrations
obstacles

- Operation and maintenance cost are greater
- difficult to install and monitor, harmful to non target aquatic species
- recommended for small system not efficient . If water has high turbidity

GAIN

“wants” / needs
measures of success
obstacles

- Helping us determine whether or not we are making progress in cleaning up our water ways
- Allows cursors to potential issues to be flagged up and immediately be addressed before major issues occurs
- The clients can get ongoing water quality information from faraway