



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Predict and
analysis the
water quality

Water quality has a direct
impact on public health
and the environment.
Water is used for various
practices, such as
drinking, agriculture, and
industry.

Training and testing
dataset are used
for the calibration
and validation of
applied models.

What do they HEAR?

what friends say
what boss say
what influencers say

if the
dataset is
correct or
not?

water quality
software is
reliable?

It produce
accurate
result?

produce the
high level
result
accuracy

update the
water result

It contains
dataset of
water
prediction

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

How to use
this water
quality
software?

How the
software predict
and analysis this
water quality?

Can i believe this
software it can
produce
accurate result?

PAIN

fears
frustrations
obstacles

It sometimes
produce the
wrong results

Trained to
use the
specific set of
dataset

Produce the
specific set of
data result

GAIN

"wants" / needs
measures of success
obstacles

Accurate
water quality
results
provide

Test the data
and produce
the result
quikly

Time
consuming
process