

Purity Conscious

Effort Savvy

Water Hoarder

Cost Conscious

Living in Make-believe

# User Definition



A photograph of a woman with glasses and a blue and green patterned sari holding a young child in a kitchen. The child is wearing a yellow sleeveless shirt with 'COMPANY' printed on it. In the background, there is a white refrigerator, a shelf with various kitchen items, and a window. A semi-transparent text box is overlaid on the bottom left of the image.

## Purity Conscious

Ms. Rekha user of Pure-it for last 10 years follows an arduous routine every morning at 06:00 am to clean all the water pots including her Pure-it where she dis-assembles all the parts while doing the same. That reassures her that water she is drinking is clean and pure.




A photograph showing a woman with dark, curly hair, wearing a grey t-shirt and dark pants, kneeling on a patterned rug. She is holding a grey rectangular water filter unit with both hands, appearing to clean or inspect it. A small glass of water sits on top of the filter. Another person, wearing a floral patterned shirt and blue jeans, stands next to her, looking down at the filter. In the background, there is a window with orange curtains and a white spray bottle on the floor. In the foreground, a wooden tray with a small white pot and some food items is visible.

## Effort Savvy

Newly wed and a new comer to Mumbai, Ashika has just bought Aquaguard water filter. Earlier surviving on packaged water supply (one lasting for a month for her), she cleans her water filter only at the time of replacing Candle.



A woman with dark hair, wearing a yellow sari with red borders and small colorful polka dots, stands in a kitchen. She is looking towards the right. In the background, there is a large brown earthen water pot (matka) with a silver metal pot (kalash) on top. Above the pot, a shelf holds various items, including a box of Colgate toothpaste. The kitchen wall is covered in white tiles.

## Water Hoarders

Mrs. Kasbekar receives a 2-hour municipality water supply in the morning. And every day she stores 40-50 ltr of drinking and kitchen purpose water. Besides this she has overhead tank and arrangement to use ground water.

This way she feels prepared to tackle any disruption in water supply



## Cost Conscious

Mr. Dhumal, user of a Pure-it for last two year reminisce that replacement cost of candle filter was so much affordable over Pure-it, though he loves Pure-it for its rate of filtration and his wife like the fact they do not need to boil water like earlier during rainy season.

04:41





A woman with dark hair and a bindi is standing in a kitchen. Behind her is a window with a white frame and a circular fan mounted above it. To her right, a large stainless steel pot sits on a shelf. The kitchen has white tiled walls with a red decorative border. A sink and a gas stove are visible in the lower right.

## Procrastinator

Mrs. Sangita Lokhande is well aware of the fact that her ground water supply is not fit for drinking. She is observing that most of the neighboring households are using water filter. Blaming to the fact that her old building is not having supply of municipality water she can not buy a in-line filter which she very much desire to have. Awaiting for her perfect solution currently her work-around is drinking boiled water for 4-6 months (Monsoon)

02:37

Seek





## Living in Make-believe

Mr. Gaurav drinks normal Municipal water. In recent past he was under treatment for Kidney stone. He could associate that the problem might have relation with the water he is drinking but he chose to rather control eating outside and other food habits but is continuing drinking the same water

05:50



(Insight).....  
.....  
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Potential Impact of Insight  
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INSIGHT CLUSTER NAME

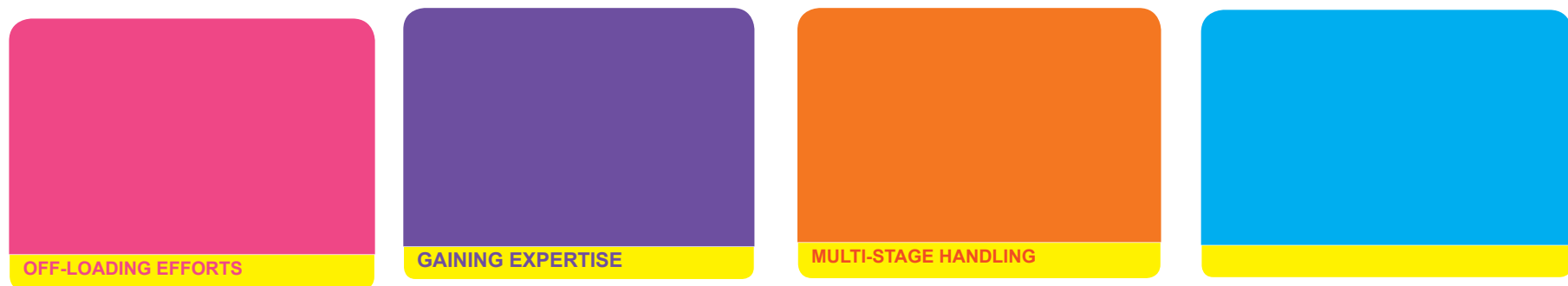
INSIGHT



# DAY 1

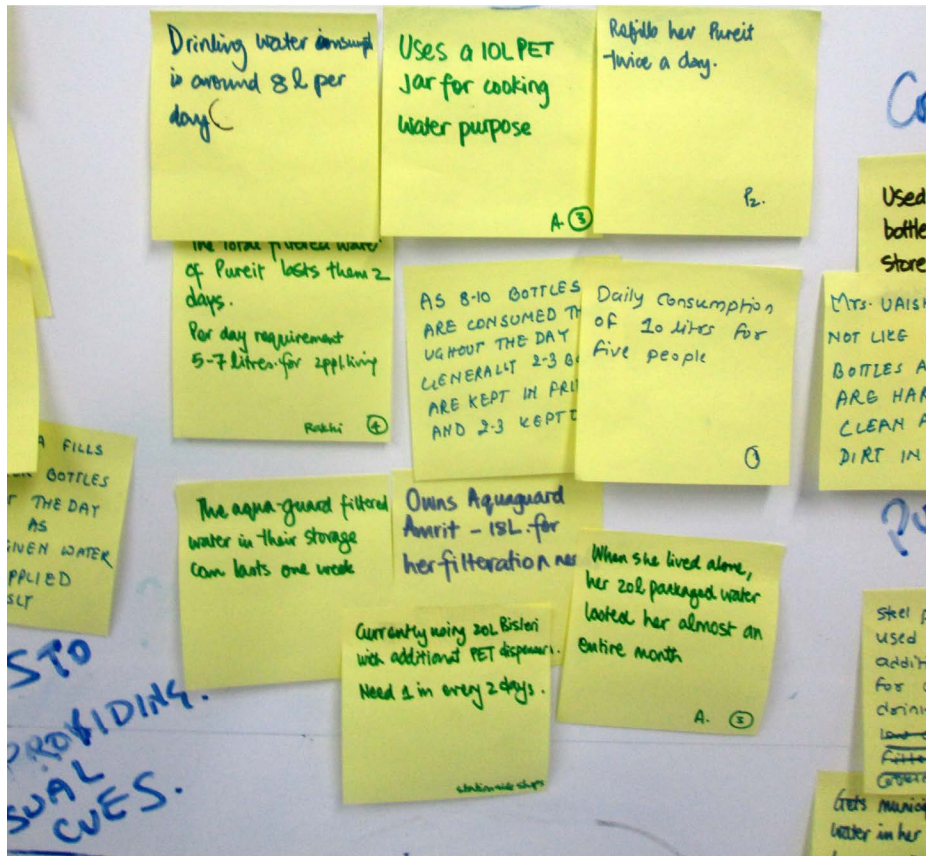


# DAY 2





# +++ Effective consumption vs Consumption imagined



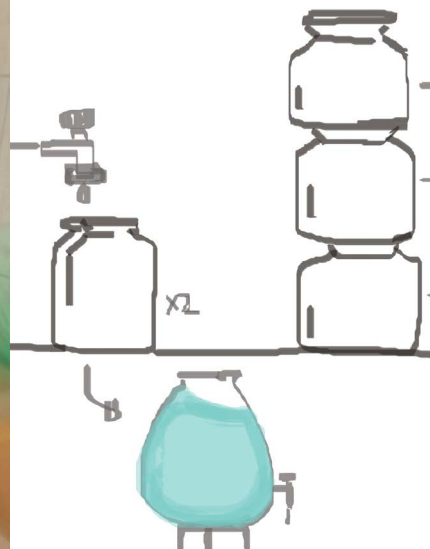
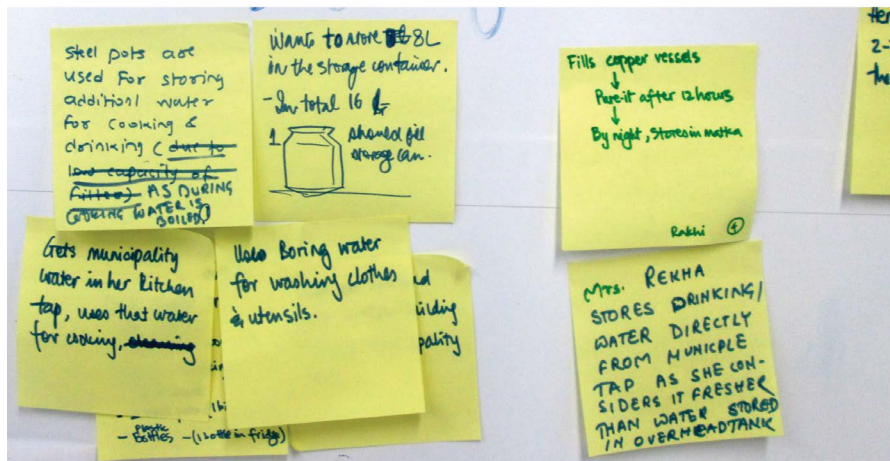
The effective capacity of water used on a daily basis by a household is always lesser than the amount that they had initially bought their storage device for.

Making the users 'Water - wise'

BUILDING WATER LOAD



# +++ Purposefully segregating water for consumption



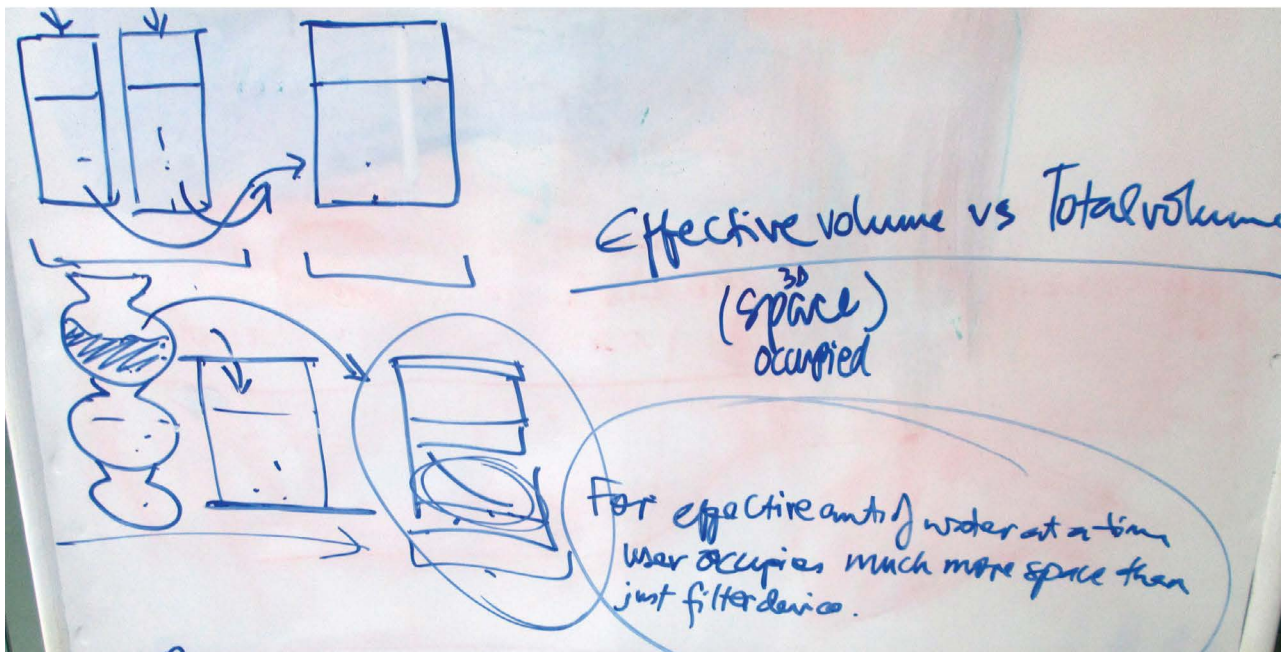
Users are segregating their drinking water from cooking water or water for washing at the time of collection itself.

Purposefully integrated water station

**BUILDING WATER LOAD**



+++ Effective volume consumed < Total space occupied for it

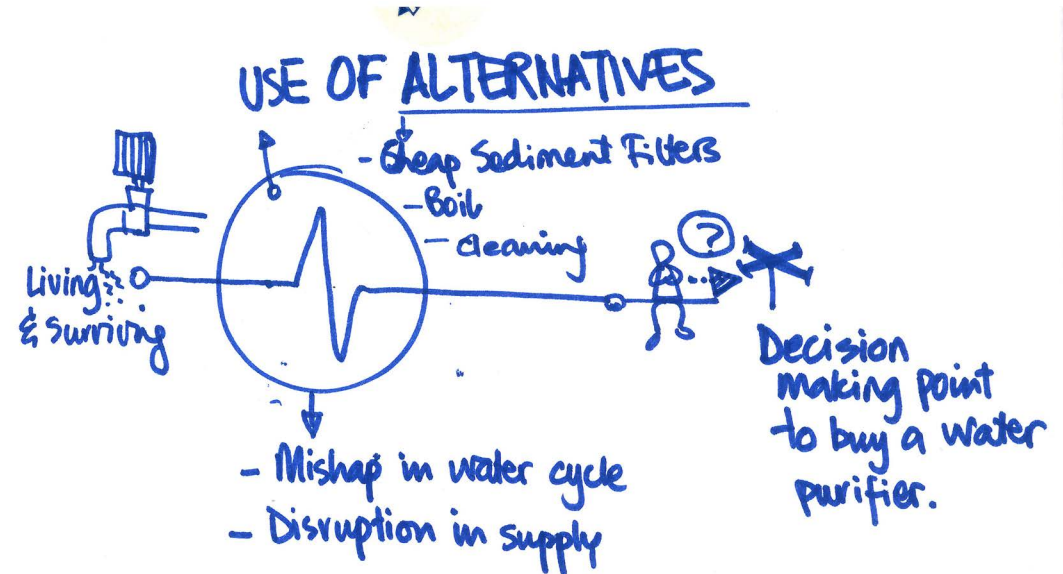
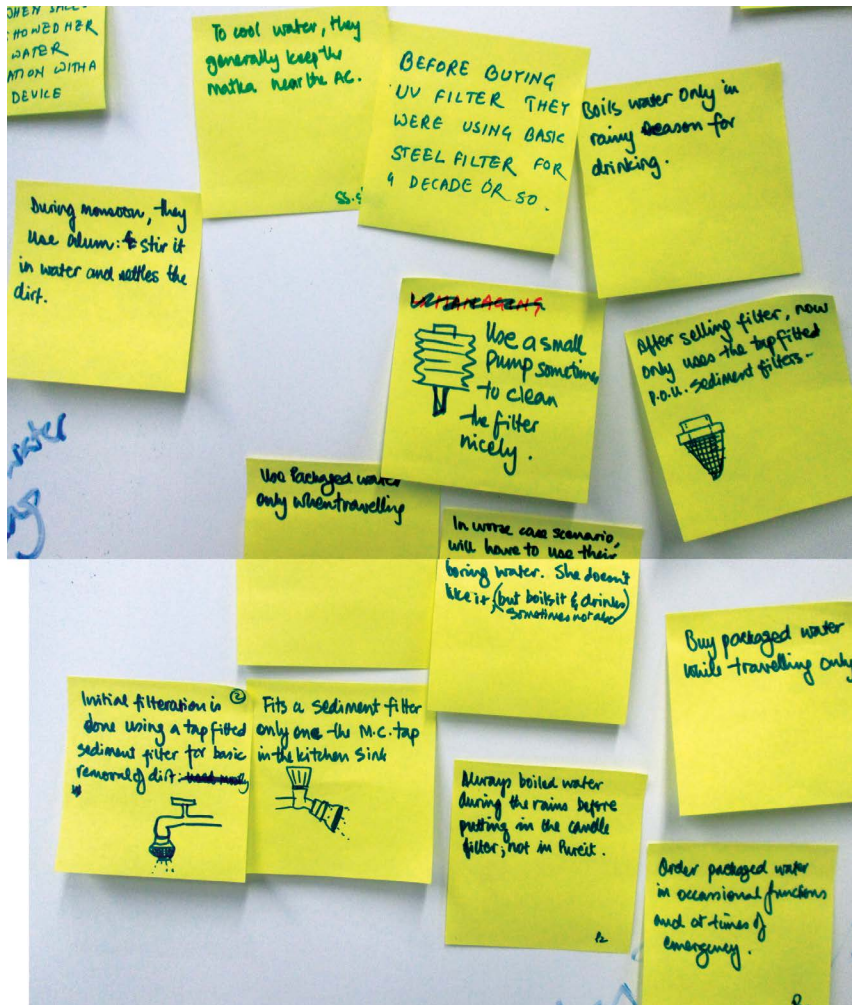


For an effective volume of water consumed throughout the day, the user occupies a lot of space than just at the end point of consumption.

Purposefully integrated water station

BUILDING WATER LOAD

# +++ Alternatives (Jugaad)



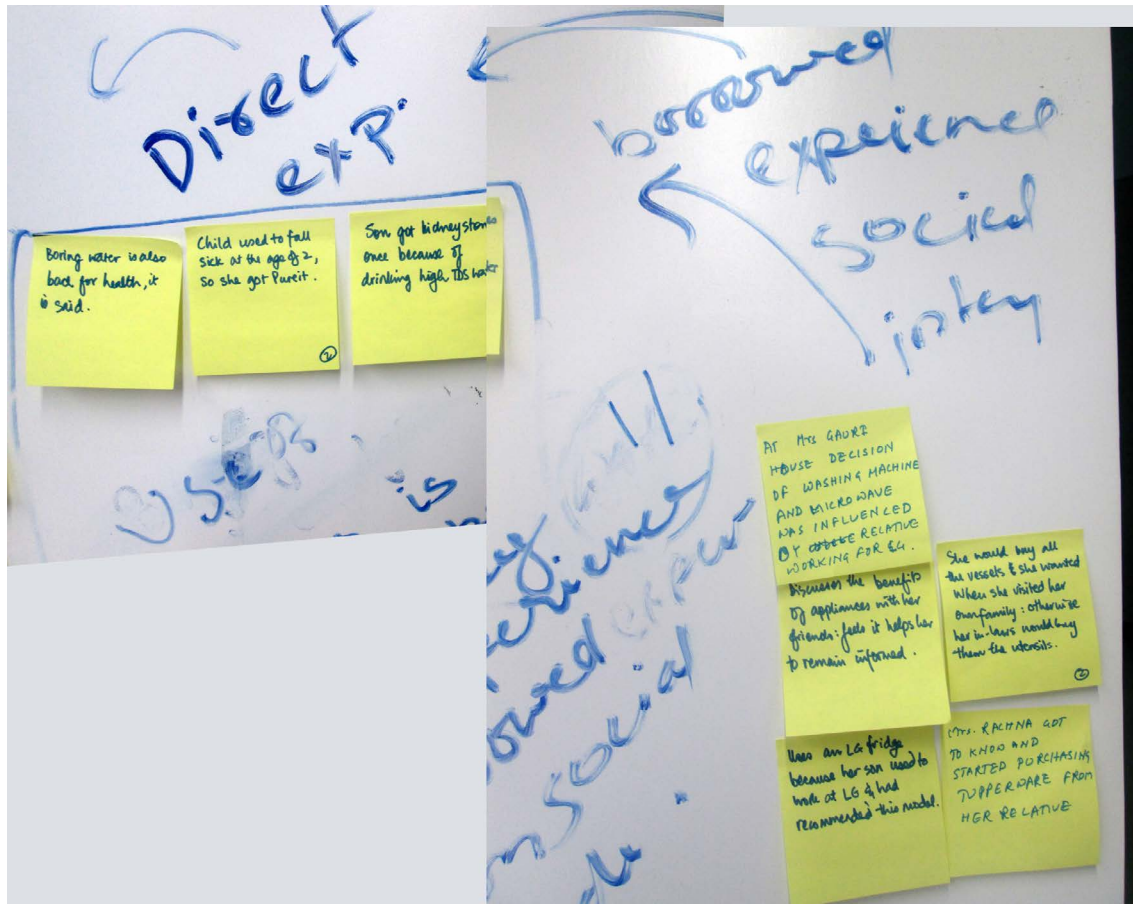
The use of alternatives is widely prevalent between the time one decides to live in an uncomfortable space and before one has made the decision to break away from the mishap cycle of water in their routine.

Helping a potential user to overcome the moment of breakdown smoothly

**BIG MOMENT OF SHIFT**



# +++ Buying behaviour

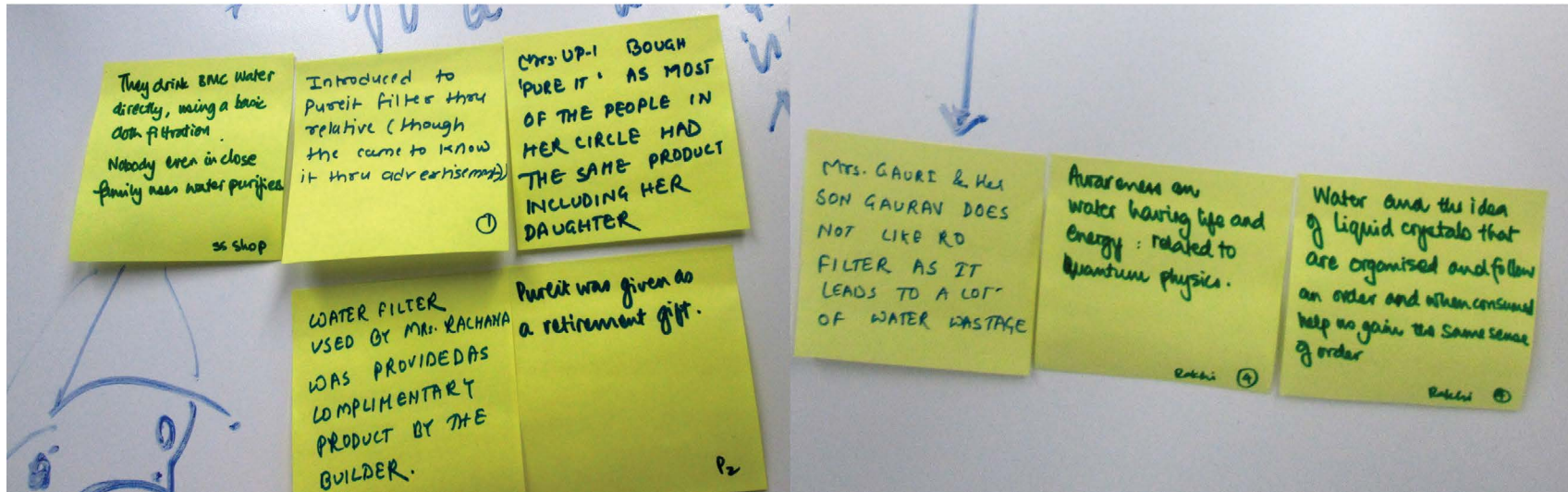


The use of a purifier is the influence of either one's own direct experience of a mishap or a borrowed experience from a social circle

Drinking good quality water as a prominent social behaviour

BIG MOMENT OF SHIFT

# +++ Awareness about water filters is like staying up with a trend



Awareness about the water, is like a passing trend. It is to do with how much a community knows about it.

Connecting 'water-celebrities' to communities

BIG MOMENT OF SHIFT



# +++ Evolving Storage Habits



## Evolving Storage habits

2 Steel pots and 1 steel pot with tap for cooking water kept ~~near~~ <sup>on shelf above</sup> kitchen sink.

THERE ARE 3 STEEL VESSELS USED FOR STORING WATER FOR DRINKING AND LOOKING PURPOSE

Fills 6 storage vessels at 1 time, done once in 3 days.

Fills 4 storage vessels daily to store water for various kitchen related activities

Would like to keep a storage container as well as the storage filter.

COOLING WATER



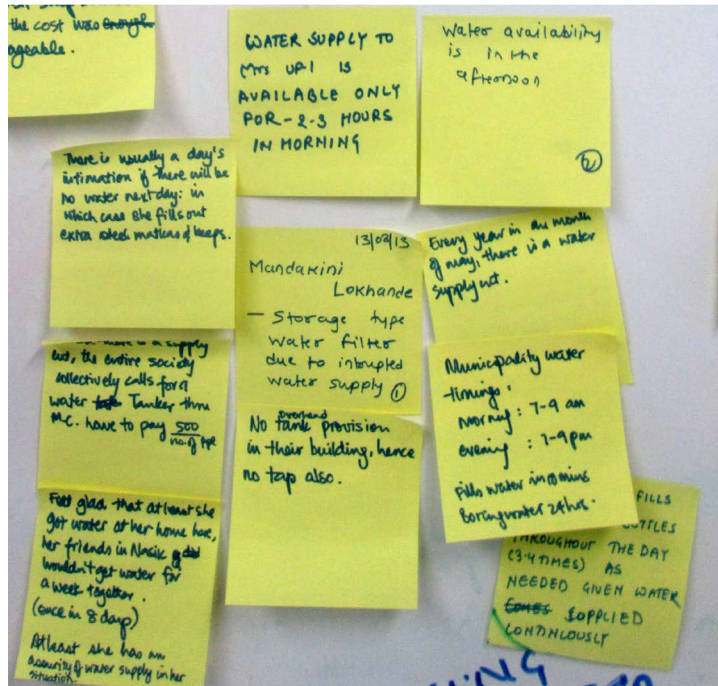
From the cultural inheritance of a plethora of exquisite utensils, now a single person handling a kitchen uses only those that are required on a day-to-day basis. The lady of the house has so much to manage, that she is forever looking to be a little more organised.

## Responding to evolving needs

- Time
- Automation
- Efforts

## SEARCHING FOR A RIGHT FIT

# +++ 3 stage storage system



The restricted water supply in a community always entails a 3 stage storage system.

**Simplifying repetitive transfer & storage**

**SEARCHING FOR A RIGHT FIT**



# +++ Product life expectation



setting expectation  
of product life in a user's life

- cost
- past experience (self / borrowed)
- association with brand
- and usage & behaviour

Users want to map their purchase to major events in their life :

- health
- change of location
- getting married / retired
- feeling settled / new job / ~~first salary~~
- users with a slight temporary kind of living (go for storage)

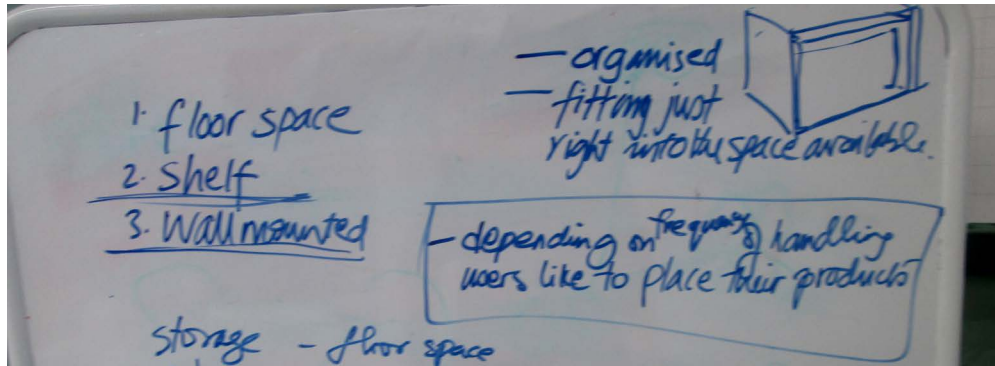


Setting expectations for a product is related to the user's life

Mapping purchases to the events in a user's life

SEARCHING FOR A RIGHT FIT

# +++ Placement of products in kitchens



In tightly constrained kitchens, users place their products in a perfectly fitting space for immediate access of dispensing.

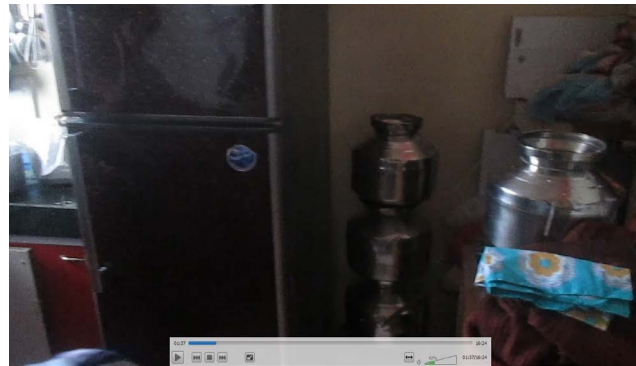
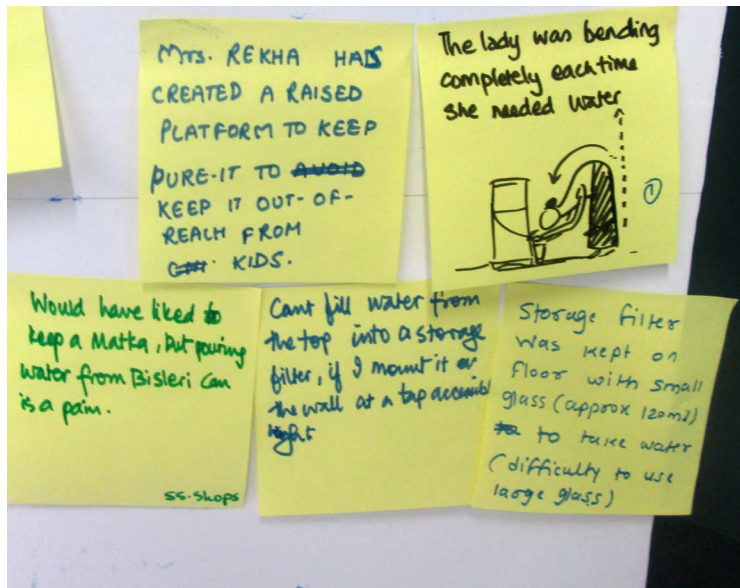
Priority of immediate access in constraints of space

CONTINUOUS TRADE OFF TO GAIN PRIORITIZED CONVENIENCE





# +++ Inconvenient accesses created

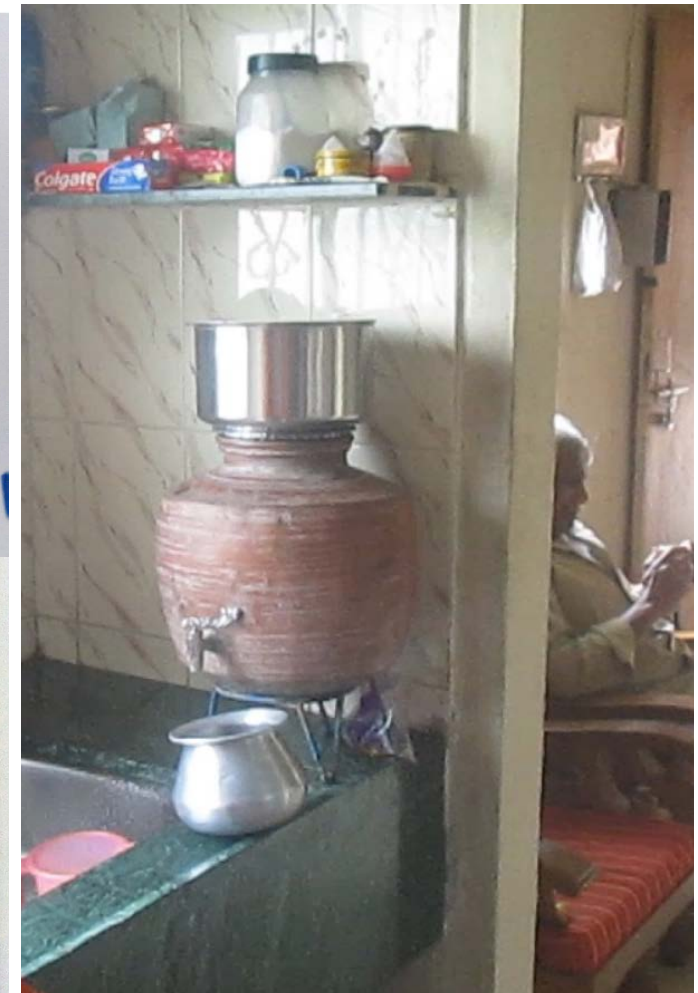
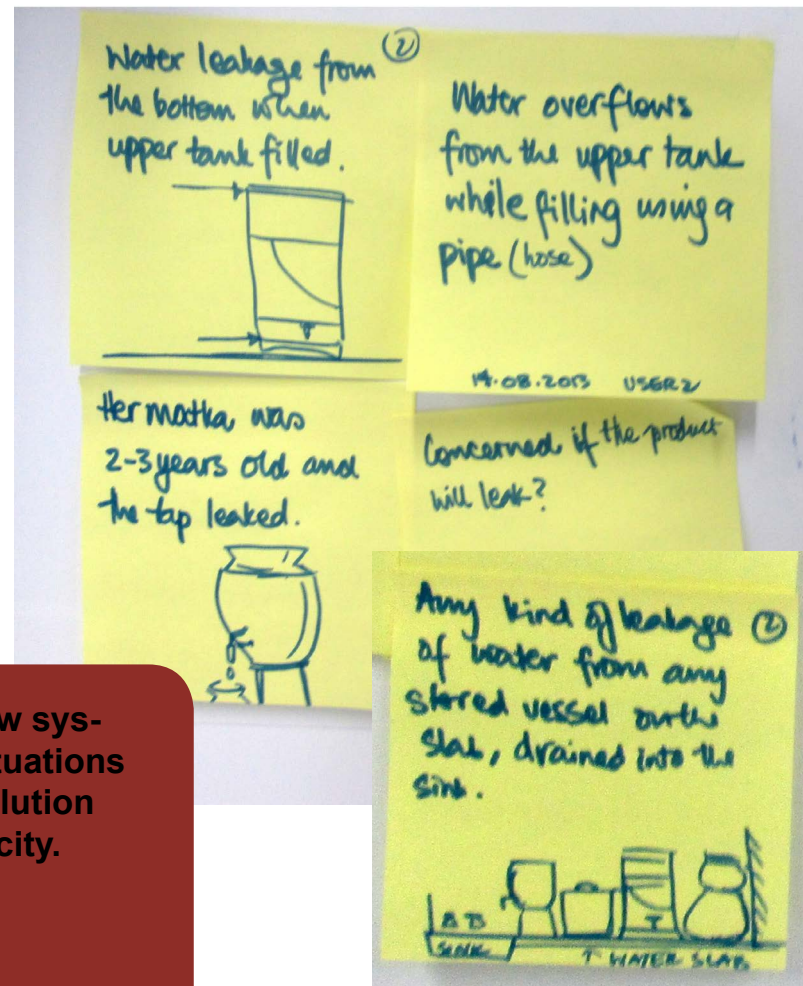


Users land up creating inconvenient access for the product for themselves in the tightly constrained kitchen.

Providing convenient access in different kitchen environments

CONTINUOUS TRADE OFF TO GAIN PRIORITIZED CONVENIENCE

# +++ Holding water in a contained system



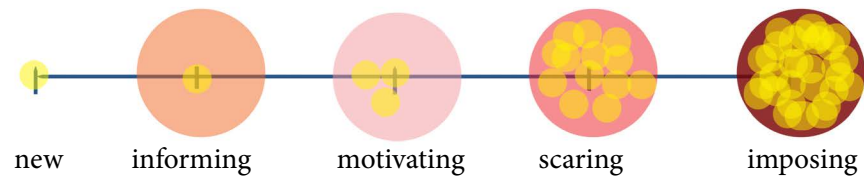
Water contained in a gravity flow system, leaks out under various situations and the user always works a solution around it as per their own capacity.

Giving opportunities for micro-managing small breakdowns

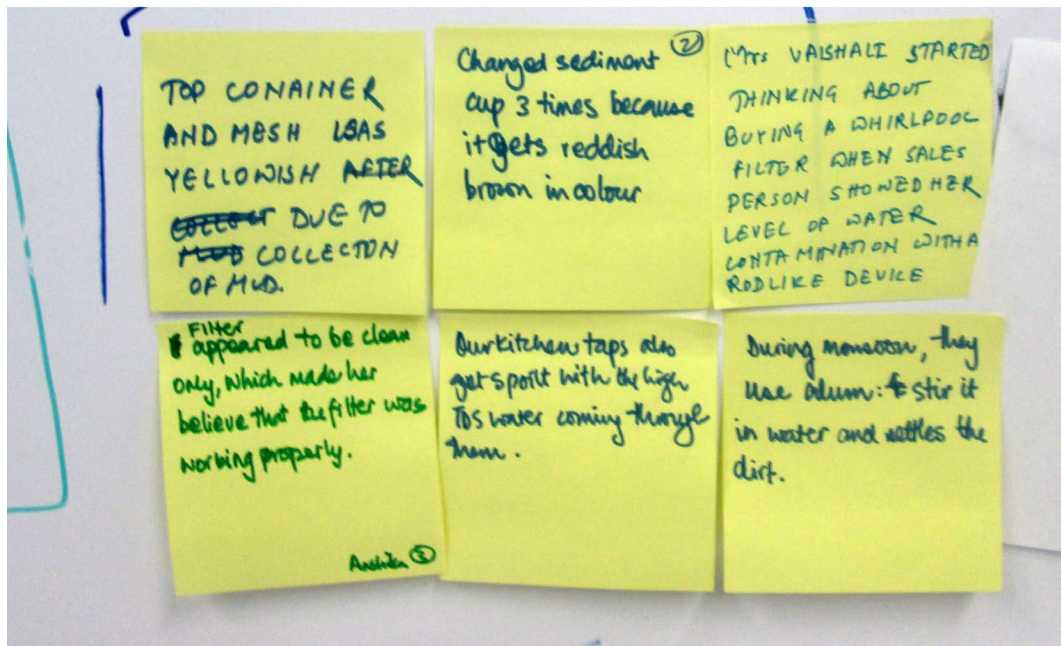
CONTINUOUS TRADE OFF TO GAIN PRIORITIZED CONVENIENCE



# +++ Product-user communication through visual cues



## visual cues for user

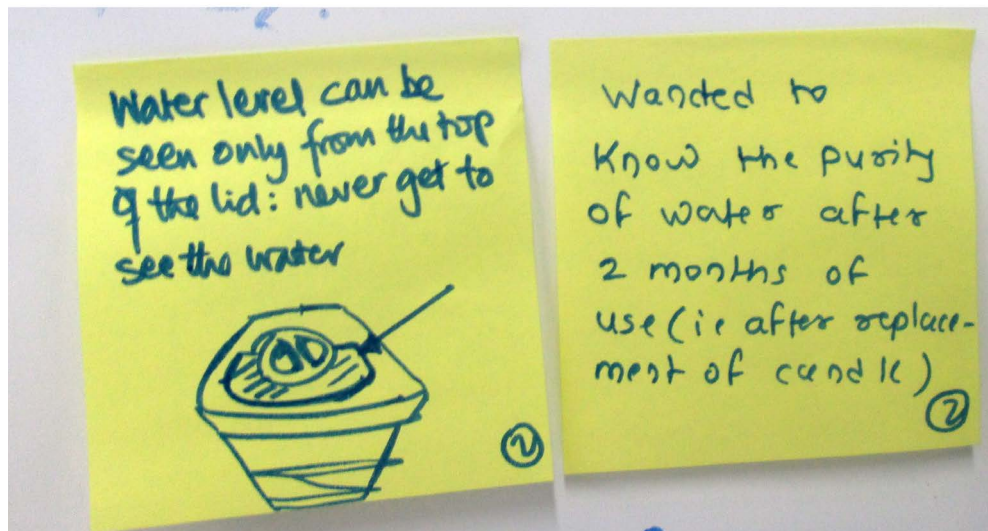
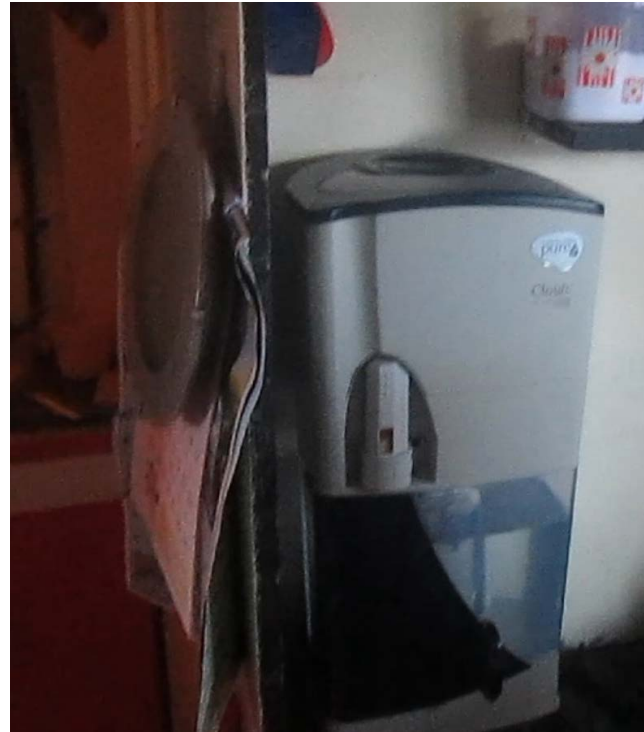


Water purifiers introduce triggers for actions by sending visual cues that are repulsive for the user

Intelligent Visual Cues

BUILT-IN COMMUNICATION

# +++ Non-communicative Display and Controls



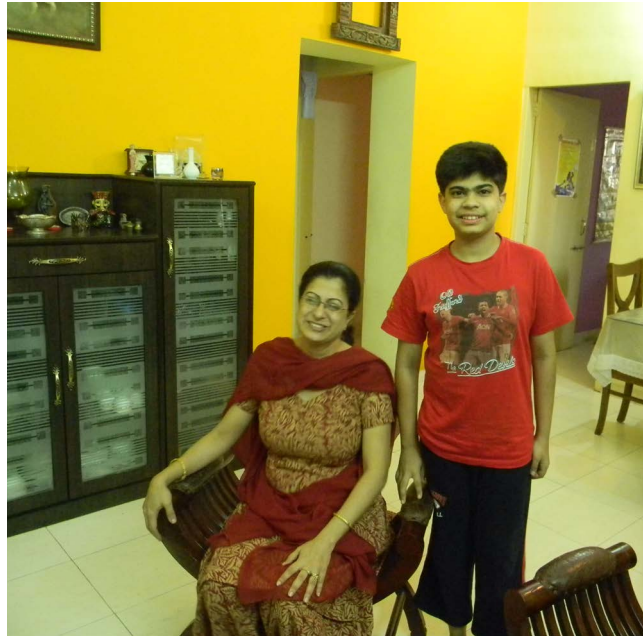
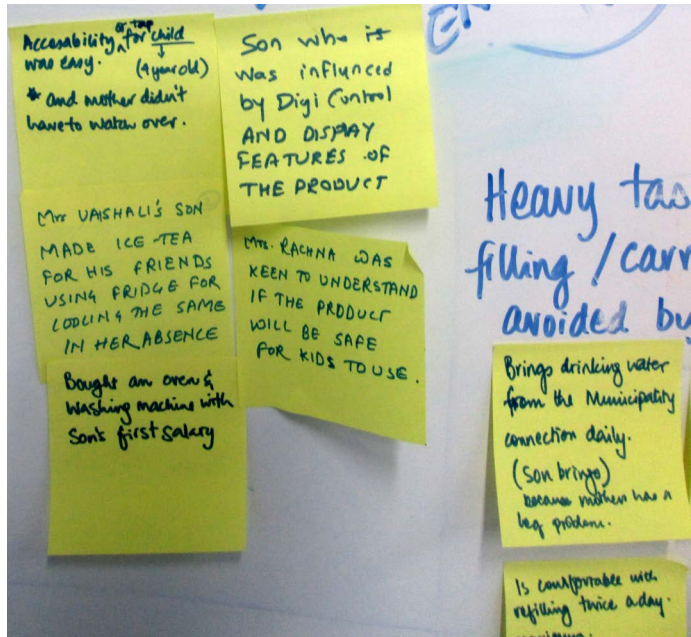
Non-communicative display and controls in a product result in a breakdown for the user when they leave him unknown to a phase of the process that he is performing.

Communicates actions for the user

**BUILT-IN COMMUNICATION**



# +++ Products meant for the family make children as important users

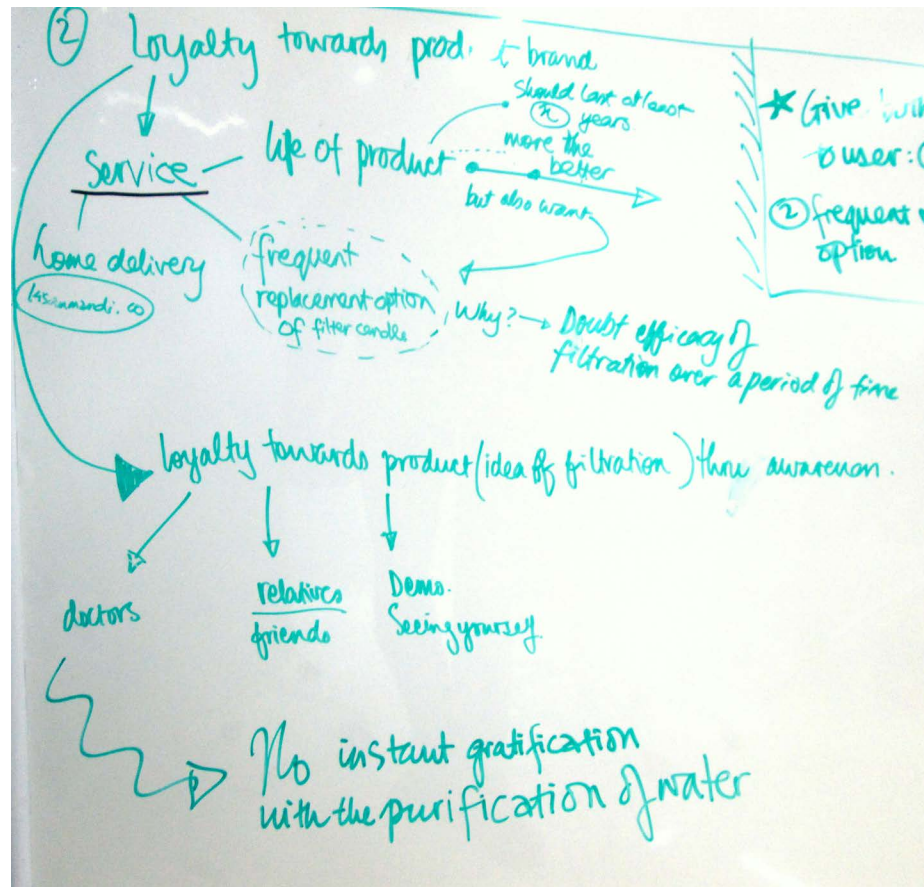


Children are important users of water products in home environment

Create playful yet safe interactions

**BUILT-IN COMMUNICATION**

# +++ No instant gratification with a filtration process that I perform



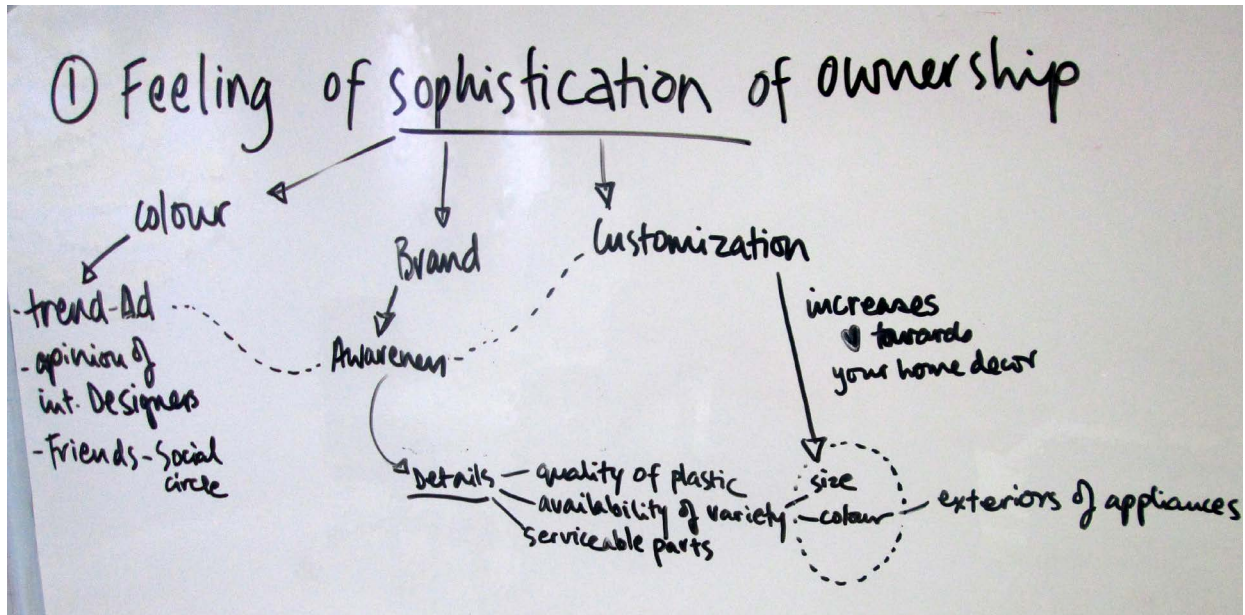
There is no instant gratification in the process of purification of water for the user personally, hence the adoption for water purifiers is never deeply felt by an individual, its an external influence.

Water as a Caring device

BUILT-IN COMMUNICATION



# +++ Sophisticated owner



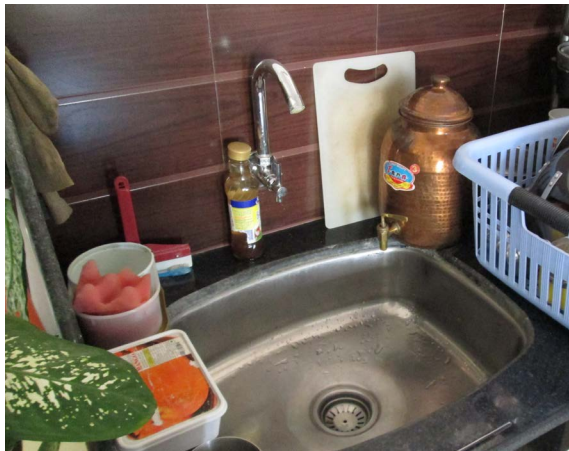
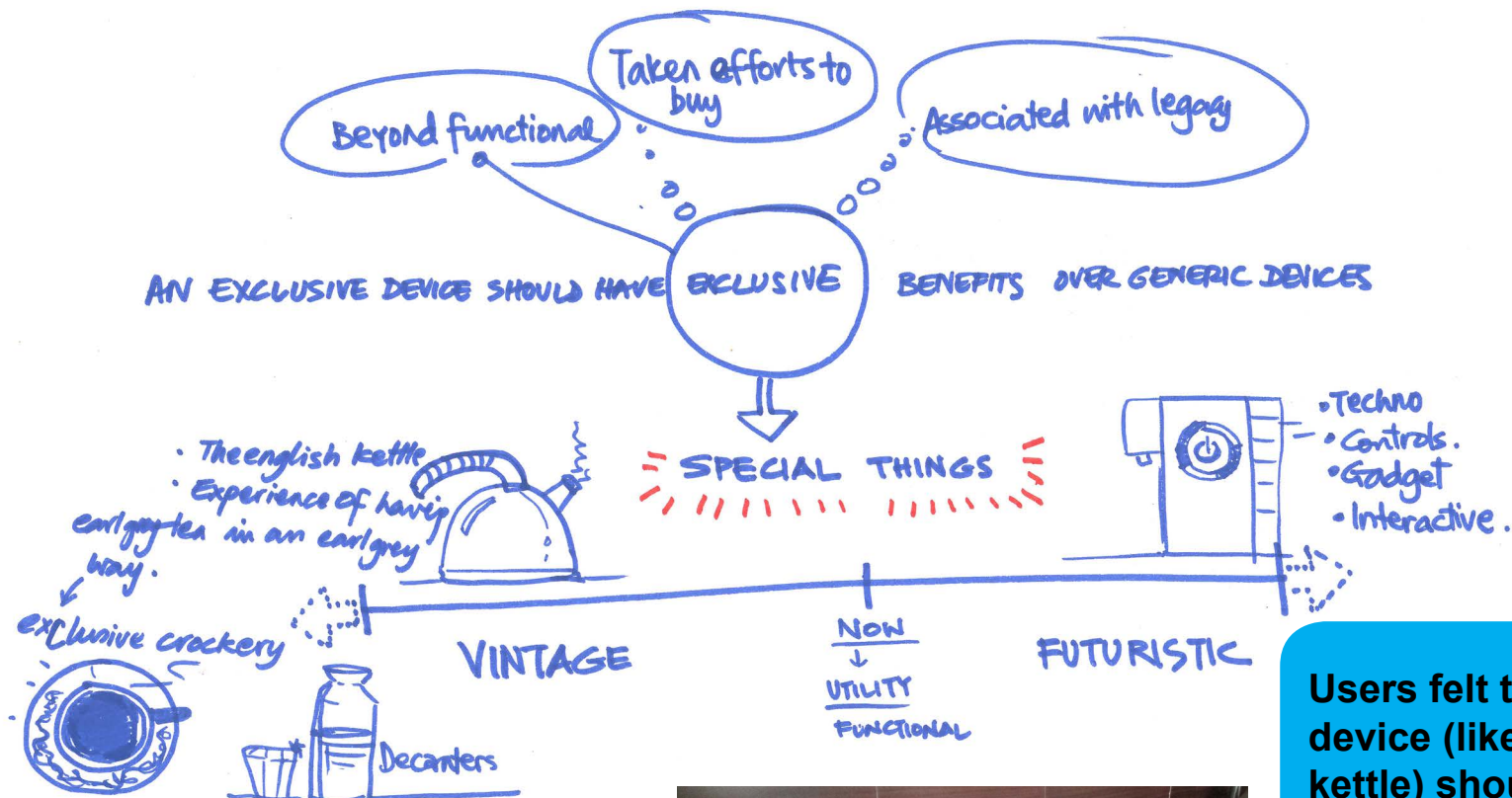
Users love their kitchens because of the customization that they have been able to do. It gives them a feeling of sophistication in the ownership of their things.

## Giving a Pride of Ownership

- Wine
- Organic Tea
- Shoe Box
- Tupperware



# +++ Exclusiveness as a character of an appliance



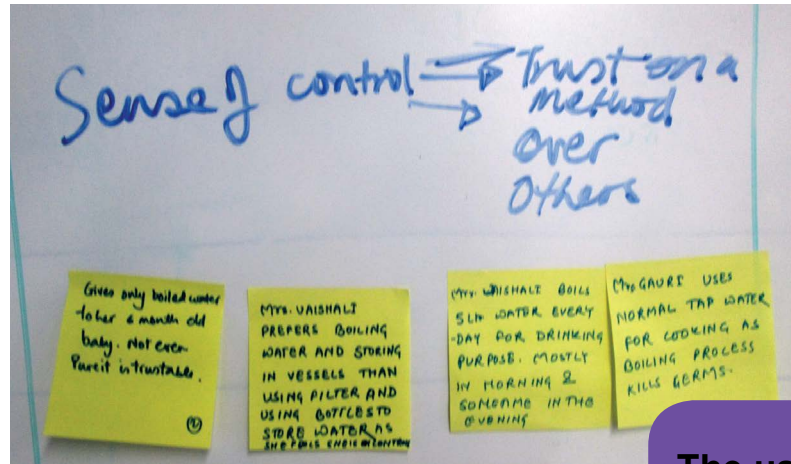
Users felt that an new kind of device (like a different looking kettle) should have an exclusiveness of their taste over and above generic devices (like a cookstove).

**Creating a Futuristic  
Re-incarnation of vintage**

-Phulkari metalwork



# +++ Trusting the method of doing things

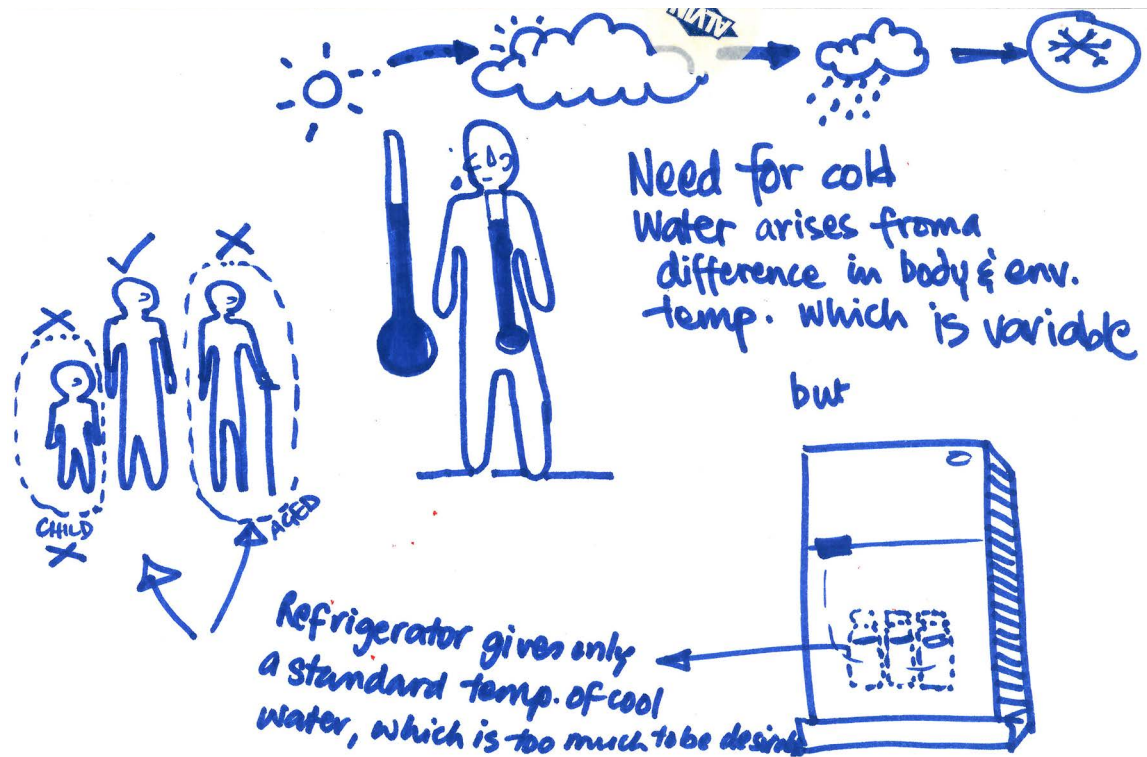
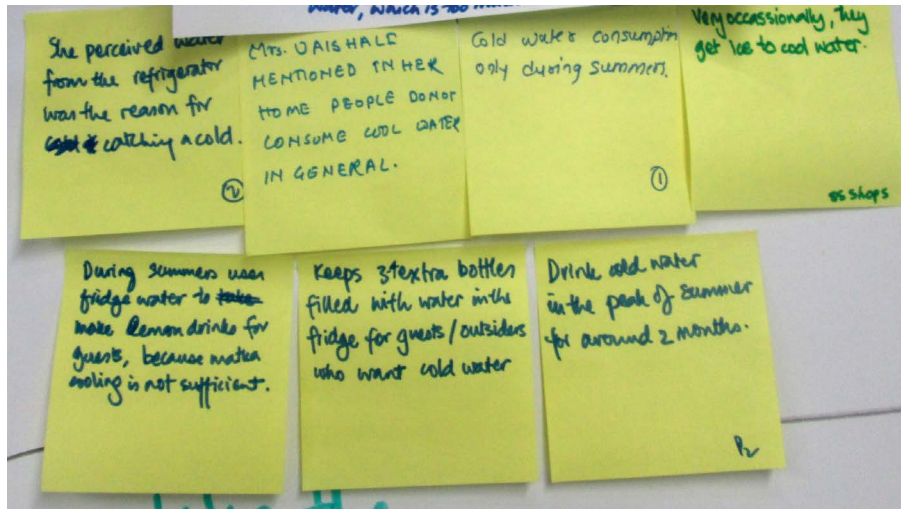


The users trust a process because they have built a sense of control by going through it completely till the end by themselves.

**Make the user feel knowledgeable**

**GAINING EXPERTISE**

# +++ Need for cold water



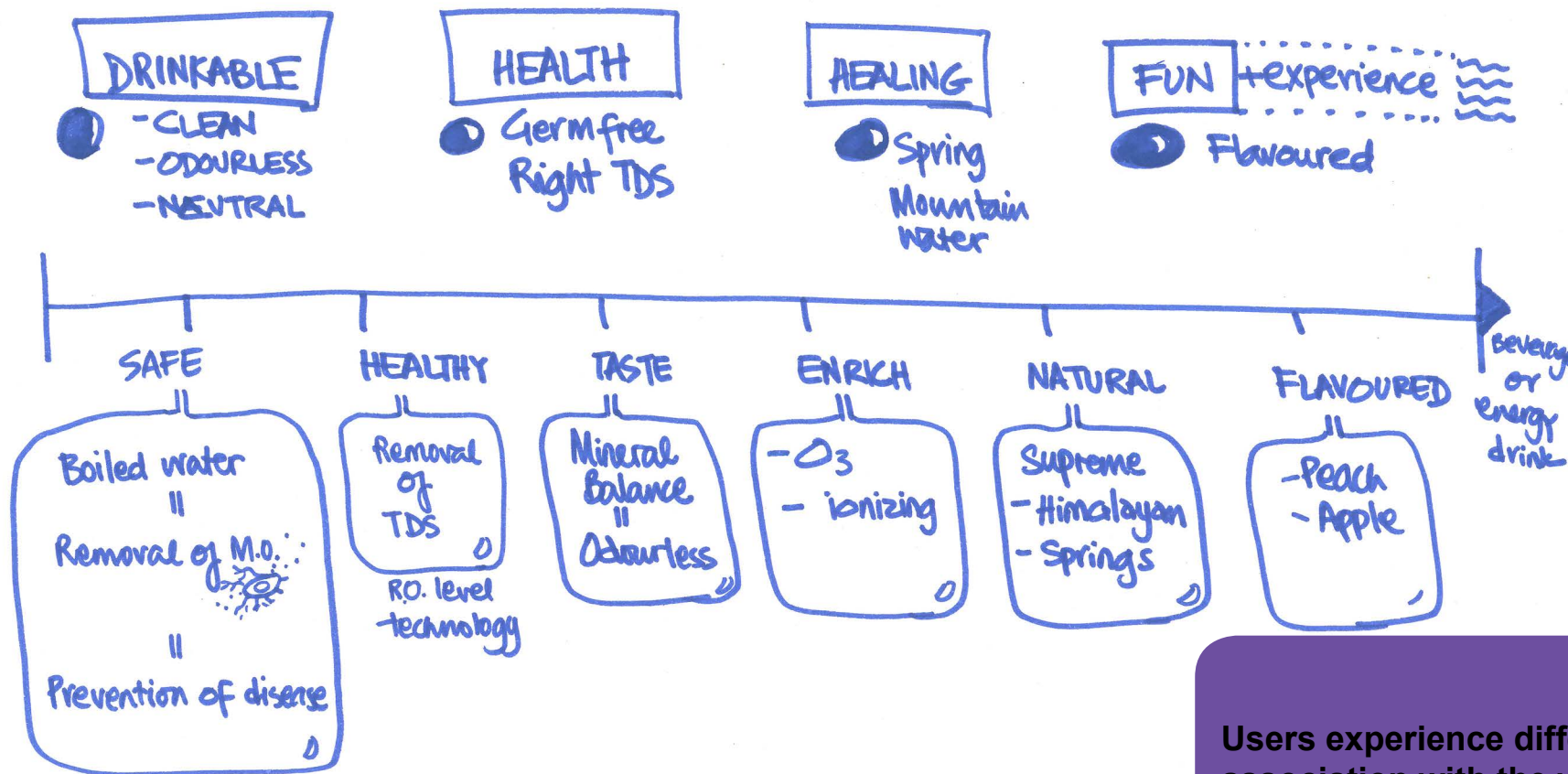
The need for cold water arises from a difference in body + environment temperature which is always variable, but the refrigerator gives only a standard temp of cool water, which is undesirable most times to be consumed directly by the old and the children who fall sick immediately.

Allowing the user to adjust to needs of quenching thirst

GAINING EXPERTISE



# +++ Associations with water at different levels

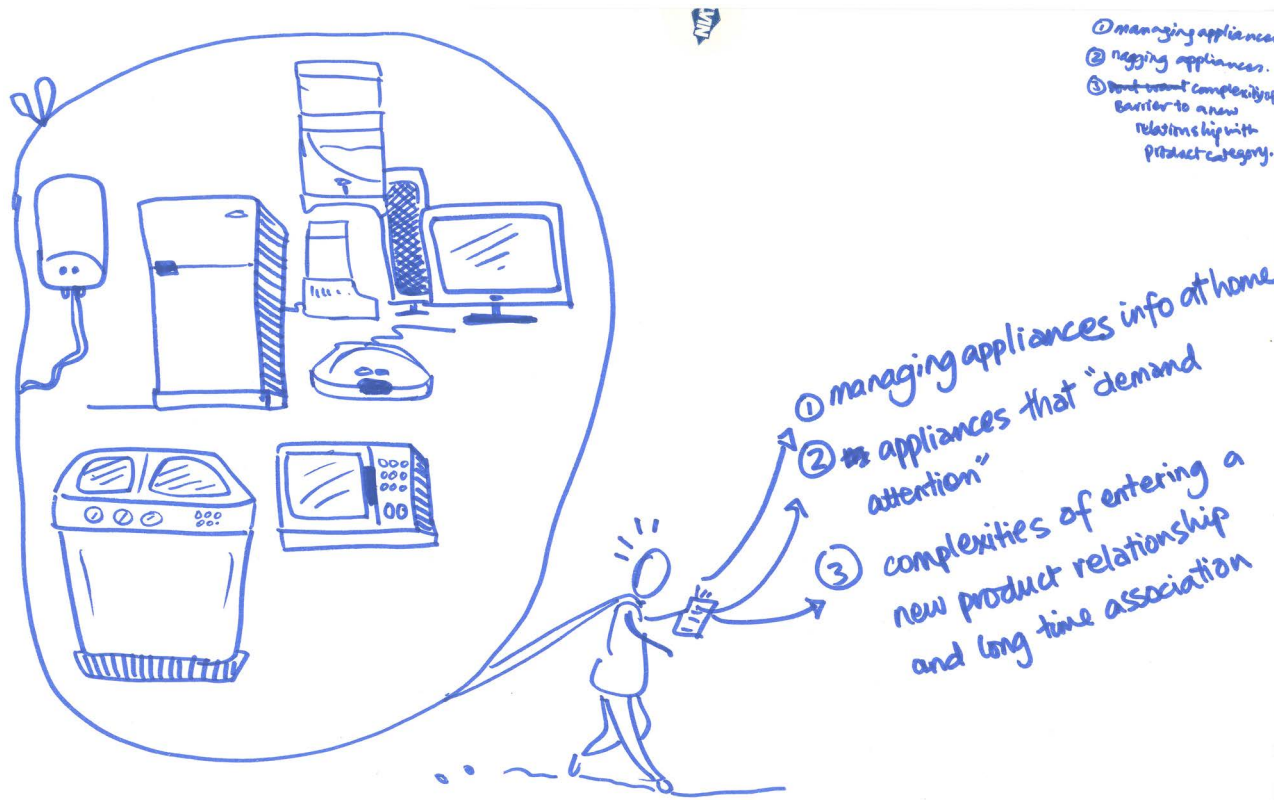


Users experience different levels of association with the water that they drink.

Making Drinking water more exciting

GAINING EXPERTISE

# +++ Management of electronic items at home



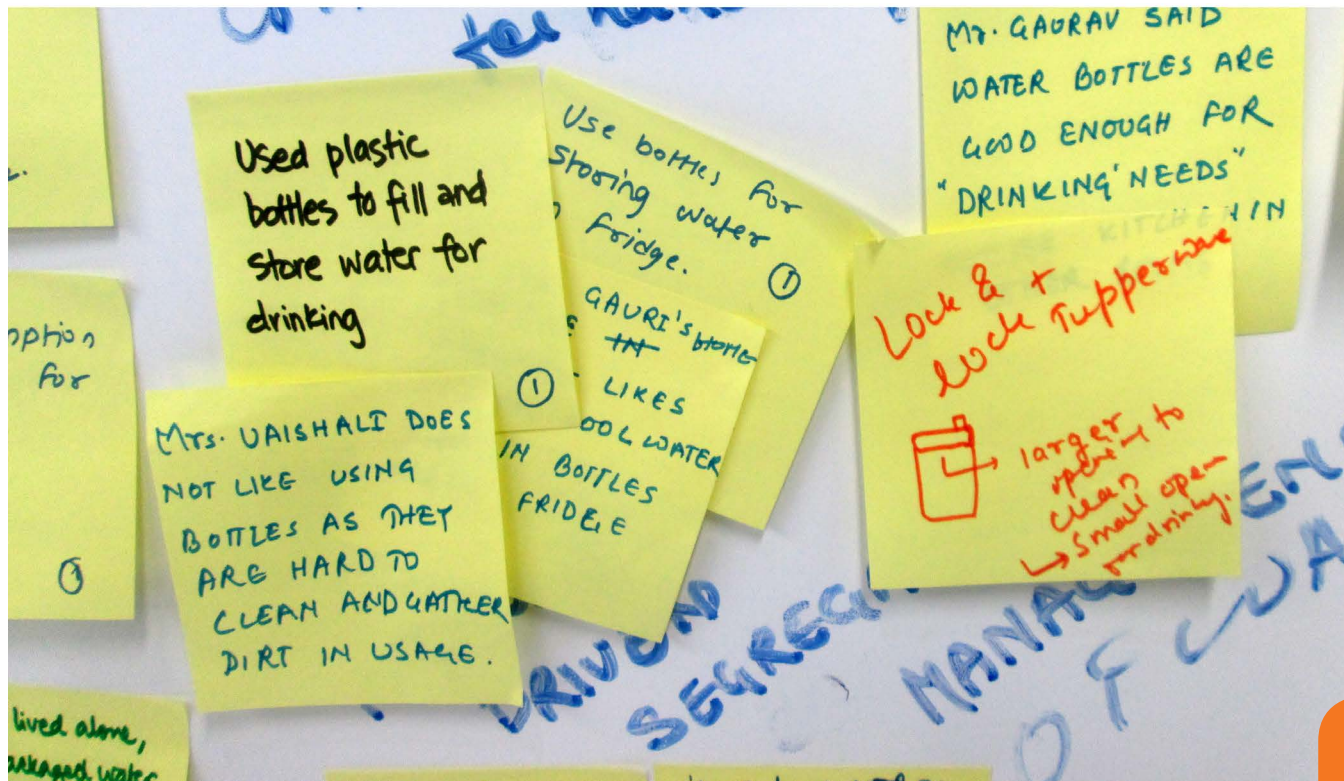
Users find it difficult to manage the after-purchase maintenance work for their appliances. Hence, rationally they would judge new appliances that demand more and more of their attention time and again.

Re-assuring users about its self sufficiency

**GAINING EXPERTISE**



# +++ Convenient unit for handling drinking water

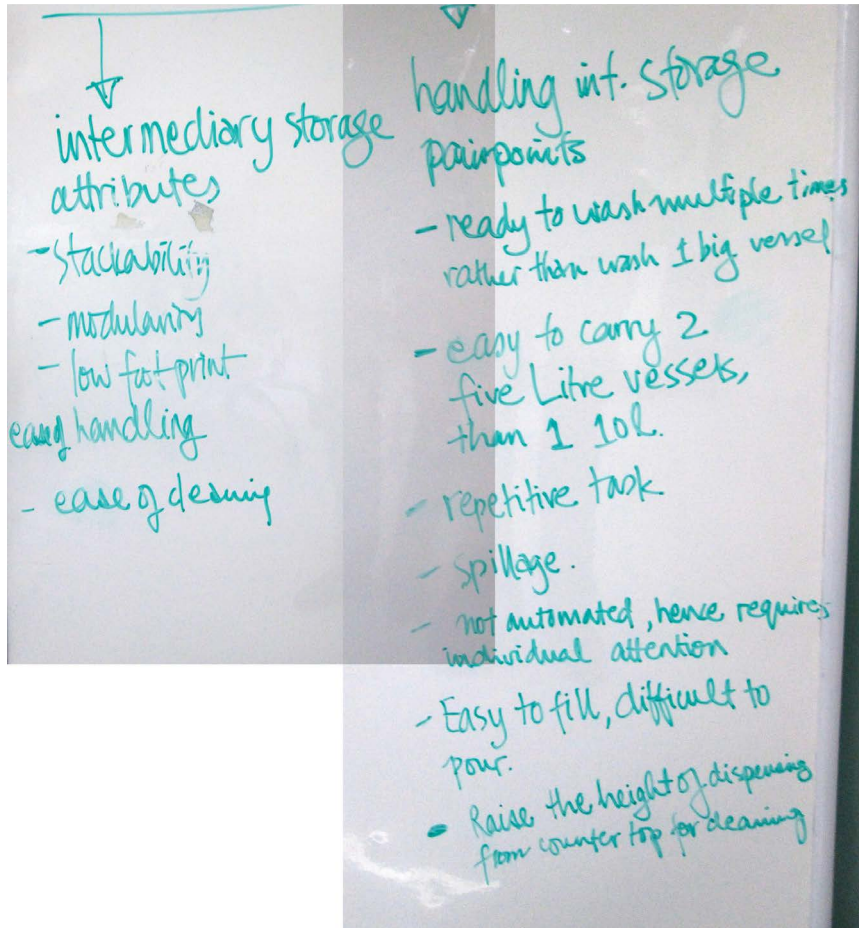


A convenient unit for the handling of drinking water is hand-portable, small and light, and easy to clean at the mouth.

Map to user water activities

MULTI-STAGE HANDLING

# +++ Intermediary storage and its handling



- Suits the handling needs
- Supports intermediary tasks like moving, lifting, filling, drinking
- One device does not adjust to so many activities, Hence an array of devices to manage water

**'Smart' transfer across stages**

**MULTI-STAGE HANDLING**



# +++ Cleaning product exteriors is a cumbersome task

She wanted the printed side of her pot to be on Puritafix well, so that she doesn't have to clean <sup>scrub</sup> the exteriors too much.

②

Felt that the appliances usually use a kind of plastic that attracts dirt and overtime look very repulsive because it doesn't go even after washing.  
(eg. USHA Food Processor) ③

REFRIGERATOR HANDLE WAS COVERED WITH PLASTIC SHEET TO MAINTAIN CLEANLINESS

② Liked the printed coating on the outside of the copper pot because she only had to wash the inside once everyday: still undesirable <sup>compared to washing Puritafix</sup> 1 in a week. ②

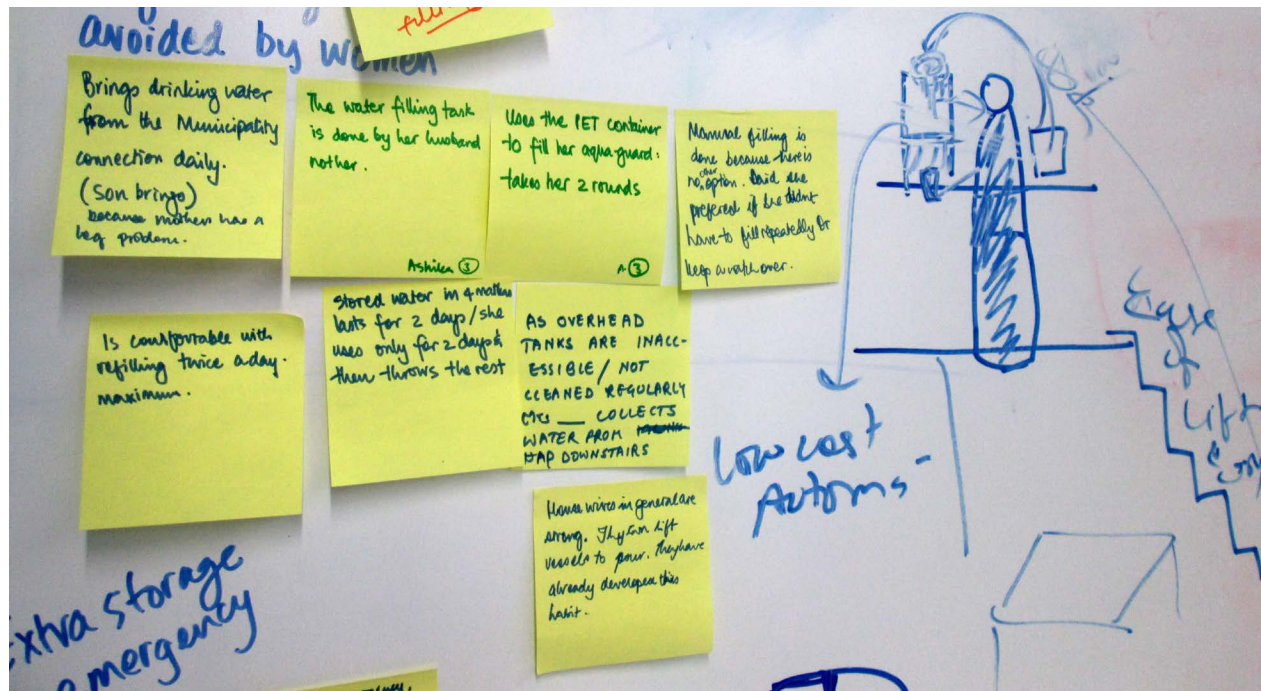
Observe process of cleaning different products in the kitchen

Users prefer the exteriors of the product to be cleaned without much effort

Reflecting Forever cleanliness

OFF-LOADING EFFORTS

# +++ Heavy tasks avoided by women



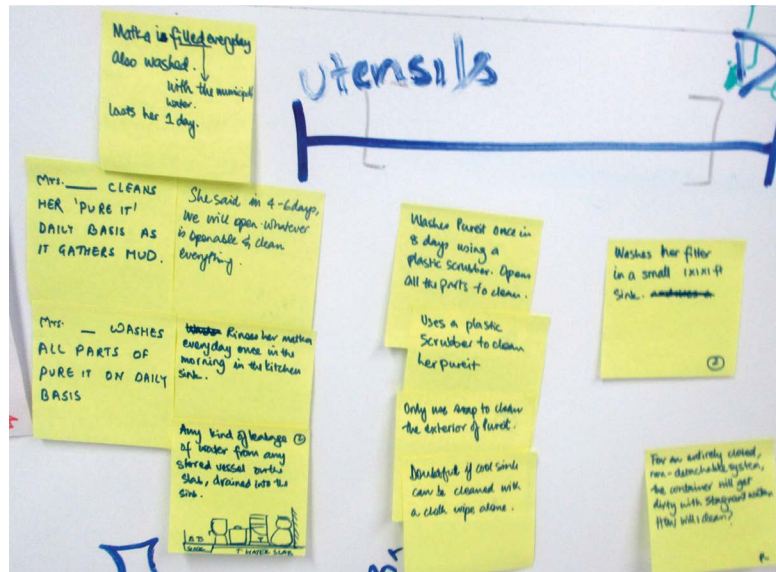
Households having storage filters ( due to irregular water supply or no fresh water supply) want to avoid the pains of lifting and carrying water: points to check and re-observe in the next page

Easy 'work-arounds' to eliminate heavy tasks

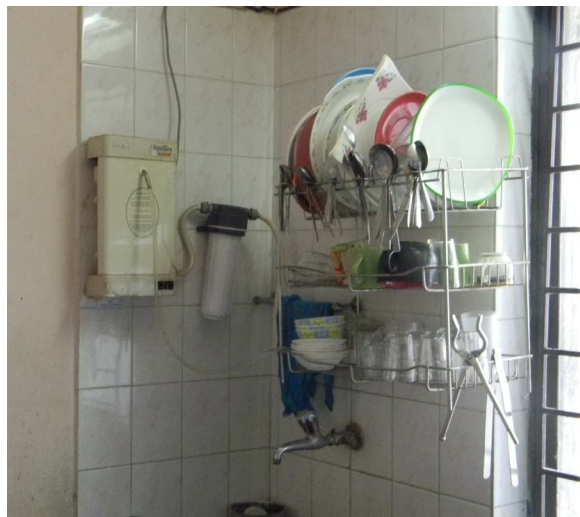
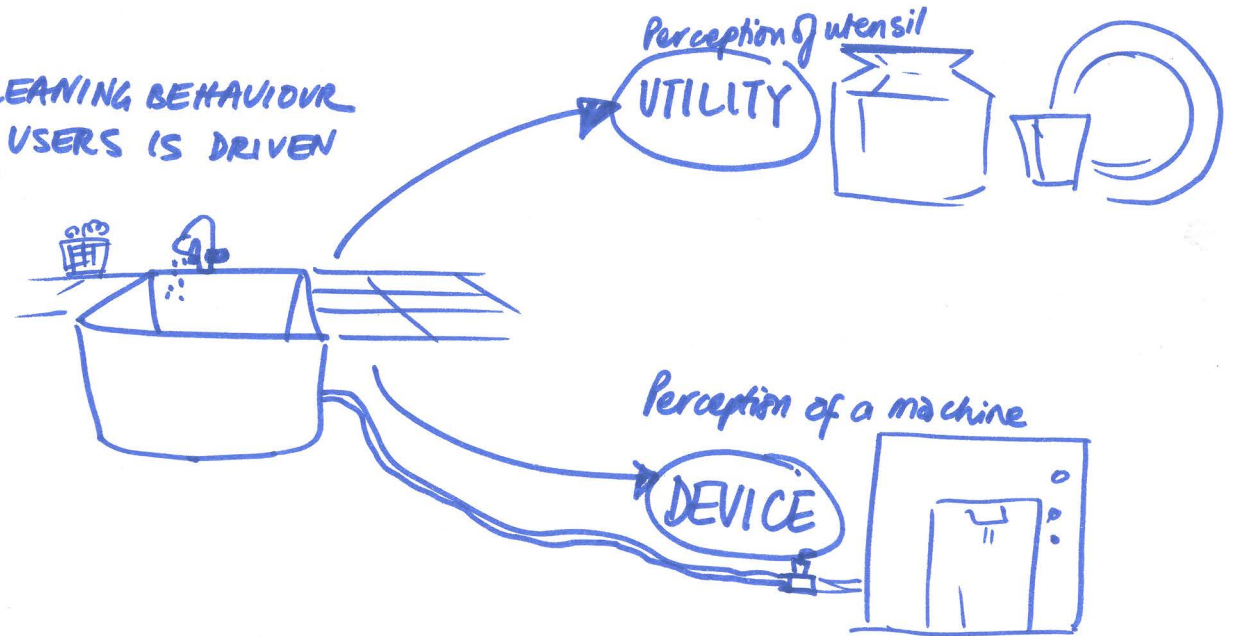
OFF-LOADING EFFORTS



# +++ Cleaning Behaviour of users in kitchen



CLEANING BEHAVIOUR OF USERS IS DRIVEN BY



Cleaning Behaviour of users can be classified into kitchen articles either having a perception of a utensil or perception of a machine/ device.

Balance of a sophistication of a device and proximity of utility device

OFF-LOADING EFFORTS