

Who are we empathizing with?

- Third-year University of Waterloo student living in Waterloo
- Third Year CO-OP Student
- Second Year Brock University student living in St.Catherines
- First Year Brock University student living in St.Catherines

What do they hear?

- "Drink boiled or filter water."
- "Tap water is not good in Waterloo."
- "Waterloo water is not good."
- "The water here tastes different."

- "The water here is very clean."
- "Everyone should only drink filtered water."
- "People drink a lot of different types of water here."

- "Drink bottled water because waterloo tastes weird."
- "Some people in Ontario lack access to clean water"

- "The quality of the water here is awful."
- "The water smells bad."

- "I have trust issues with the water from the tap."
- "The water doesn't seem safe here."

- "The water here is tough."
- "The water here sometimes comes out orange. Just let it run for a bit."
- "The water quality is okay."
- "The water is not good. Only use brita."

What do they need to do?

- Test difference in water quality between Toronto and Waterloo
- Want to learn how they can ensure the water is safe to drink
- Learn who to contact in order to ensure their water is safe to drink
- Test PH levels of water
- Learn about wastewater management in their region

Pains

- Purchasing water bottles every month
- No trust in tap water
- Not sure if their water is safe to drink

Gains

- Filtered water is better for their health
- One participant enjoys the taste of tap water
- Used to drinking filtered water

- Calcium stuck in their kettle
- Their hair has been falling out more
- The water doesn't look the cleanest
- Sometimes the water is orange
- Everyone buys bottled water
- Everyone drinks filtered water around them

What do they see?

What do they say?

- "The calcium always sticks to my kettle. I'm not sure if it'll affect my health. This doesn't happen in Toronto."
- "I am used to the taste of tap water."
- "I find it unnecessary to buy water bottles."
- "Tap water tastes disgusting."
- "I don't know how people drink water here."
- "Is this water drinkable? I'm not sure."

- "The water here smells."
- "The quality is awful."
- "You must let the water run sometimes because it's orange."
- "I'm not sure if that's safe."
- "I don't trust the water from the tap."

What other feelings and thoughts might motivate their behaviour?

- The people around them only drink bottled water
- The water may not be safe to drink

What do they do?

- Boil water from the water to ensure it's safe
- Drink tap water only if necessary
- Drink Brita water
- Only use bottled water

- When they don't have bottled water, they don't drink any water
- Only buy branded water bottles from Costco
- Only drink filtered water
- Purchased a water tap filter