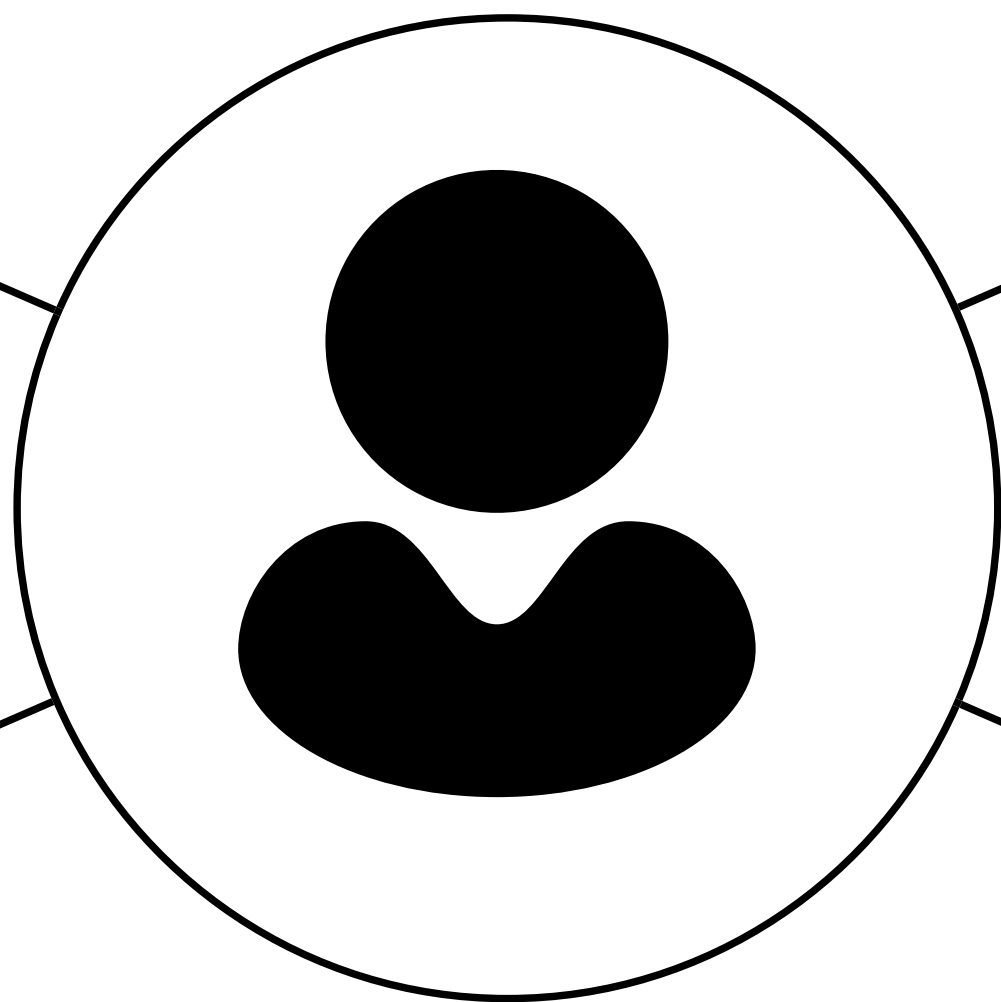


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

LOCATION OF  
THAT  
PARTICULAR  
AREA  
THROUGH  
BEACONS

MONITOR  
THE  
PEOPLE  
WORKING  
IN AREA

CAN YOU BE  
SURE THAT  
THIS AREA  
IS SAFE

no way to  
constantly  
update all  
workers  
immediately

Areas have to  
be tested  
regularly to  
ensure safety

WORRIES OF  
BEING  
EXPOSED IN A  
HARMFUL  
AREA

IT IS  
CONNECTED  
TO  
TEMPERATURE  
SENSORS

Machinery  
can produce  
large amount  
of  
heat

Realtime  
visibility

workers are  
in a risky  
environment

SAFETY IS  
ENSURED  
FOR EVERY  
USER

AN ACCESSIBLE  
DEVICE WHICH  
IS ALSO  
WEARABLE

**PAIN**

fears  
frustrations  
obstacles

DATA MAY  
NOT  
ACCURATE

INACCURACY  
IN SENSING  
AND  
CAUTION

PREVENTIVE  
MAINTAINANCE  
CHECKS

**GAIN**

"wants" / needs  
measures of success  
obstacles

INCREASED  
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FOR  
WORKERS

CONTROL  
OVER  
EMERGENCY  
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