



# GAS LEAKAGE DETECTION AND MONITORING

What do they hear?  
What friends say  
What boss say  
what influencers say

What do they See?  
Environment friends what the market offers

What do they say and do?  
Attitude in public  
Behavior towards others

What do they think and feel?  
Worries and aspirations  
Major preoccupations



PAIN  
Fears frustrations obstacles



Ideas  
The aim or purpose



GAIN  
"wants" / needs measures of success obstacles

