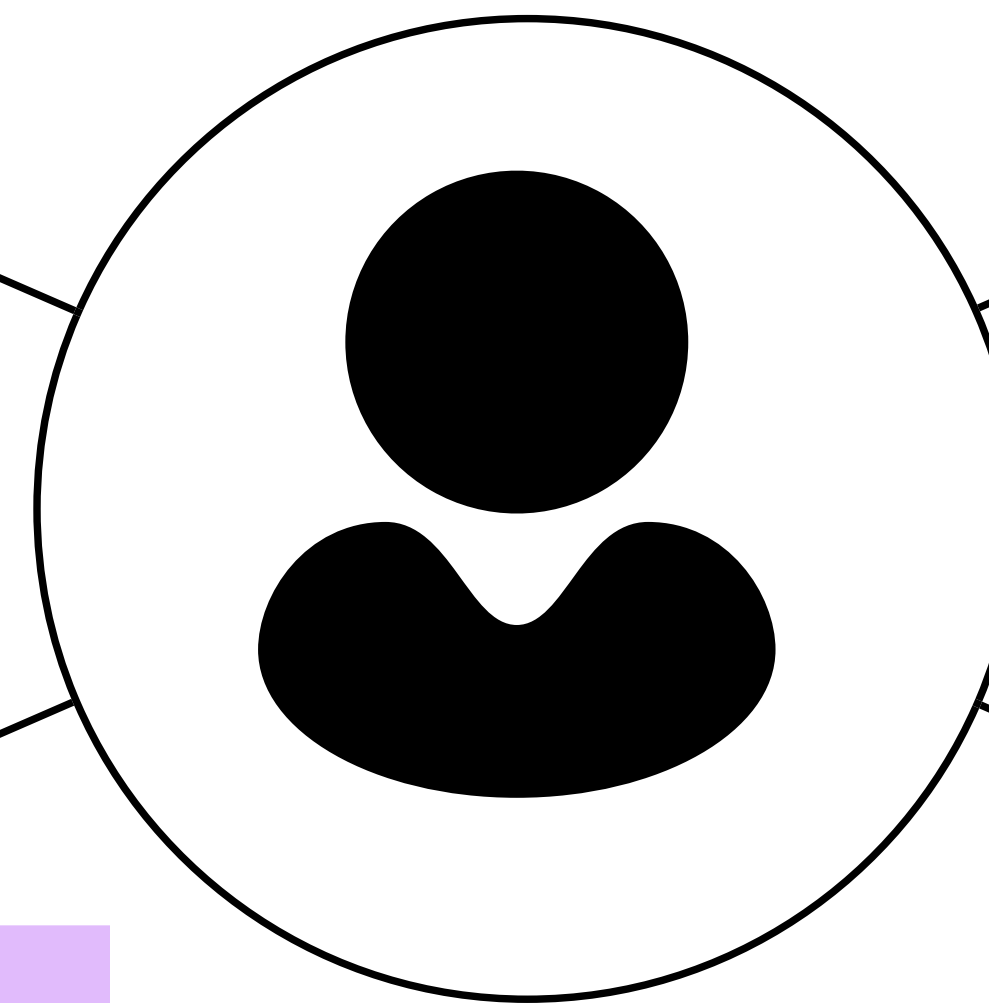


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



**Thinks  
about  
changes**

**Will it  
satisfy the  
needs**

**What can be  
done to get  
an optimized  
solution**

**Adapt more  
sustainable  
techniques  
and method**

**Place for  
experiment**

**Hygienic  
environment**

*What do they*  
**SEE?**

environment  
friends  
what the market offers

**Results of  
analysis**

**Can see the  
visibility  
growth**

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

attitude in public  
appearance  
behavior towards others

**More  
Research**

**What will  
be the  
outcome**

**List of  
pros and  
cons**

**How the  
design  
should be**

**Are the  
results  
satisfying**

**Where  
should I  
begin**

**Efficiency  
of results**

**Future  
plans of  
quality  
analysis**

**Feedback  
of users**

**What will be  
the novelty  
of the  
solution**

**Implement new  
techniques  
largely  
increases the  
cost of  
constructions**

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

**Information  
from experts**

**PAIN**

fears  
frustrations  
obstacles

**Health  
Issues**

**Improper  
Functioning**

**Compliance  
with rules  
and  
regulations**

**GAIN**

"wants" / needs  
measures of success  
obstacles

**Efficient  
Monitoring**

**Industrial  
Use**

**Public  
Health**