



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

Dependent
on wind
speed

Most
competitive
energy
source

Cheapest
source of
electrical
energy

Electricity
market
planning is
required

Renewable
energy
source

Reduced
use of fossil
fuels

Bird friendly

Will not
damage
power grid

Predict
wind speed

Maximise
energy
output

Analyse
weather
patterns

Small
carbon
footprint

Unpredictability
of wind

Optimised
wind
energy
generation

Weather
conditions
follow a
pattern

Windmills
produce
energy
according to
location

Non linear
nature of
power
production

Average
wind power
production

Renewable
nature of
wind
energy

Real time
prediction
system of
output power

Correlate the
effect of
weather on
windmills

PAIN

fears
frustrations
obstacles

High initial
cost

Dependent
on weather
conditions

Requires
large plots of
empty land to
set up

Causes
noise
pollution

Inconsistent
wind speed

GAIN

"wants" / needs
measures of success
obstacles

Cost
effective in
the long run

Sustainable

Clean
energy
source

Environment
friendly

Most
efficient
fuel for
electricity