

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Will save
life and
goods

Harmful gases
detection will
help a alot

Maintenance
Cost should
be
affordable

Fire
accidents is
controlled to
a certain
number

What do they
HEAR?

what friends say
what boss say
what influencers say

Very
useful in
industries as
well as
households

Minimal
consumption
of energy

Message to
be send to
the
concerned
user

Environment
gas
proportion
details to
evaluate

What do they
SEE?

environment
friends
what the market offers

Alarm and
alerts to
indicate

Instant
detection of
gas leakage

Improve
industrial
efficiency by
minimizing
wastage

IOT to make
the process
robust

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Instant
notification
to user

Should be easy
to access and
operate

Health alerts
while toxic gases
emitted

IOT to effective
utilization of
sensors and
network

PAIN

fears
frustrations
obstacles

Maintenance
notifications
to prevent
and control
emission

Limited
range and
don't have
centralized
monitoring

Sensitive to
odorless
and
colourless
gases

It measures
toxic gases in
very low
concentrations

GAIN

"wants" / needs
measures of success
obstacles

Harmful
Gas
Detection

Secure and
reliable for
long run

Ensure
worker's
health

Easy to
Install and
cost
efficient