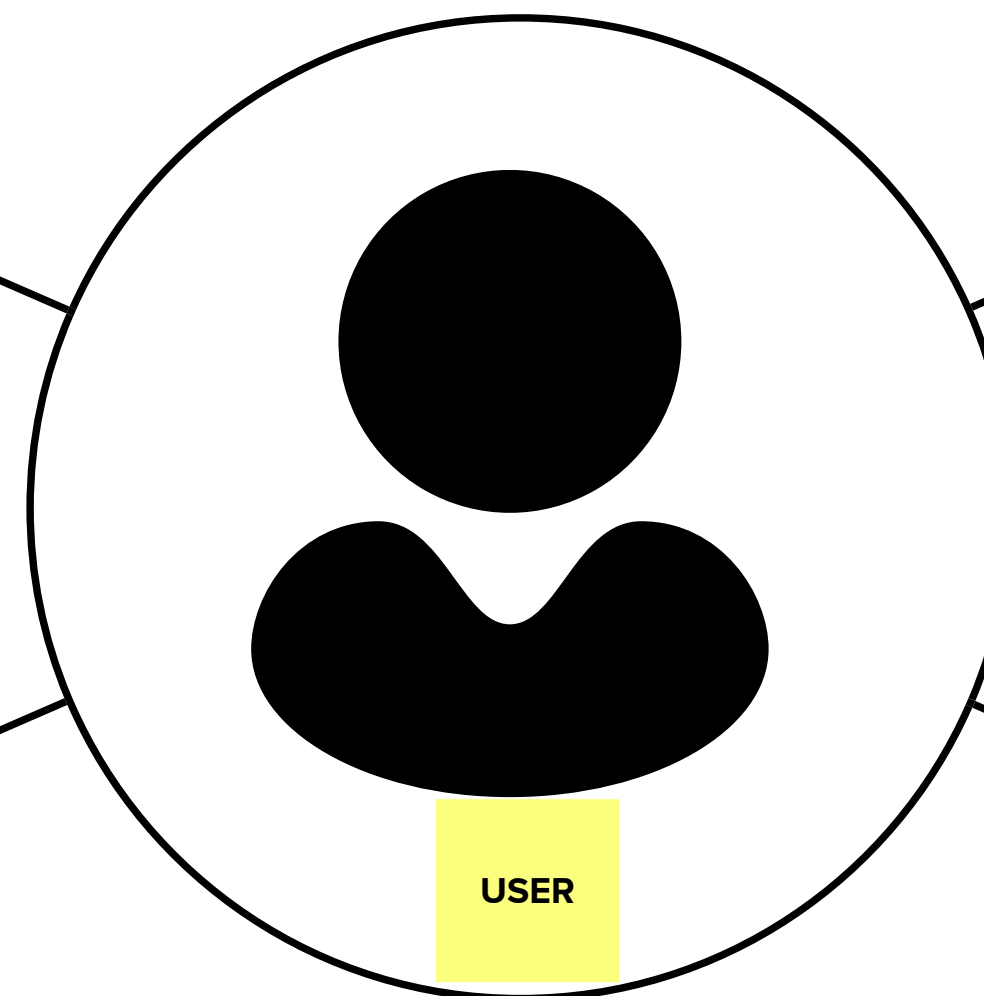


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



they need an
alarming
when the gas
is leaked.

they are
expecting the
accuracy of
sensor

they are also
expecting the
automatic
precautions to be
taken when the gas
is leaked.

It is the
good idea.

Can also include
some features
like detection
from remote
places too.

It is helpful for
many users who
are especially
dealing with LPG
gas cylinders

huge
population

difficult to
recognize
the gas
leakage

unable to
take the
immediate
action

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

To detect
the gas
leakage.

to show the
level of gas

to denote
the type of
gas

PAIN

fears
frustrations
obstacles

they afraid
of accidents

loss of
property

unable to
detect the
invisible gas

GAIN

"wants" / needs
measures of success
obstacles

It should be
able to detect
the gas
leakage
immediately.

The gas
leakage
detector must
be accurate.

The gas leakage
detector can also
shows the level
of gas.

good idea.

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