



What do they HEAR?

what friends say
what boss say
what influencers say

What
impacts will
occur

this project is
affordable
with our fund

Leads to
permanent
change in the
ecosystem

It preventing
ourselves from
diasasters

It says
about
disasters to
people

It is like as a
awareness
program

Can we
Predict
exactly?

Will the
prediction match
the exact kind of
Natural Disaster

How to
prevent
myself from
natural
disasters?

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Fear

Depression

Nervous

Easy
understandable
user interface

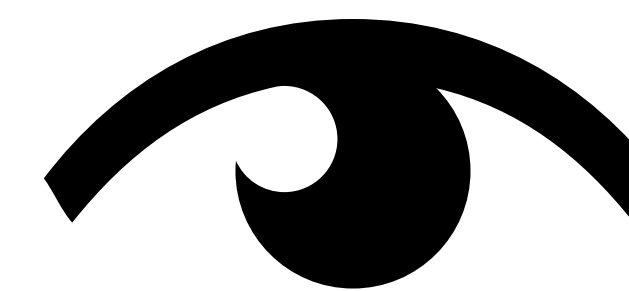
Prevention
measures

Can it save
humans from
disasters

Guiding
others to
hide on safe
places

creating
awareness
to other
peoples

Creating
awareness
to use
application

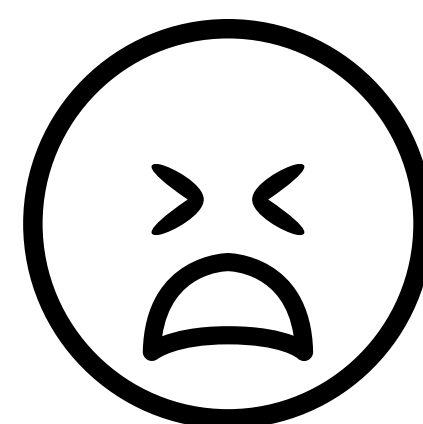


What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others



PAIN

fears
frustrations
obstacles

you face the
danger of
death or
physical
injury

Releasing
pollution
and waste

Affects
with lots of
health
issues

GAIN

"wants" / needs
measures of success
obstacles

Use to
analyse
the disaster
ealier

Use to
prevent the
people from
the disaster
earlier

Use the
prevent the
ecological
effects

