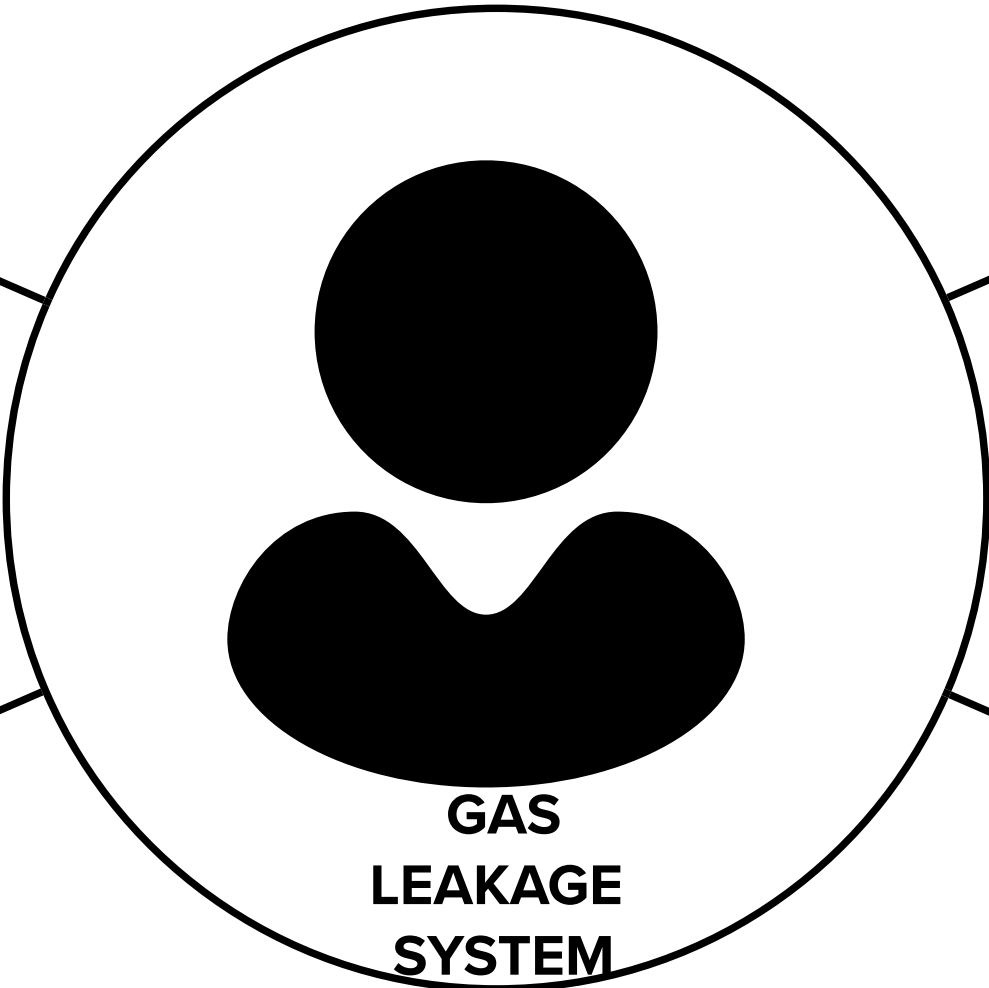


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



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

attitude in public  
appearance  
behavior towards others

*What do they*  
**SEE?**

environment  
friends  
what the market offers

**NOT ABLE TO  
FIND AN  
EXACT  
LEAKAGE**

**WORRIES  
ABOUT THE  
DETECTION  
OF EXACT  
LEAKAGE**

**DOES IT IS  
ACTUALLY  
IMPORTANT  
TO BUT THIS**

**IF THIS IS  
ESTABLISHED  
HOW MUCH  
USEFUL IT  
WILL BE?**

**WHAT IF  
FAILED TO  
DETECT  
LEAKAGE**

**DETECTION  
CANNOT BE  
GUARANTEED**

**HOW IT WILL  
DETECT THE  
GAS LEAK?**

**DOES THE  
AMOUNT OF  
GAS WILL  
DISPLAY?**

**IF THERE IS  
A GASLEAK,  
WILL IT STOP  
THE SUPPLY**

**WHAT TO DO IF  
YOU DON'T  
RECEIVE AN  
INTIMATION  
MESSAGE?**

**FEEL FREE  
FROM  
EXPLOITATION  
FEAR**

**RELEASED  
AMOUNT OF  
GAS CAN BE  
DISPLAYED**

**PAIN**

fears  
frustrations  
obstacles

**FEAR OF  
EXPLODE**

**REPEATEDLY  
CHECKING**

**INTERRUPTION  
OF  
BREATHING**

**GAIN**

"wants" / needs  
measures of success  
obstacles

**PREVENTION  
OF LOSS  
OF GAS**

**CALCULATED  
GAS  
AMOUNT**

**DO NOT  
WORRY  
ABOUT THE  
SAFETY**