

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

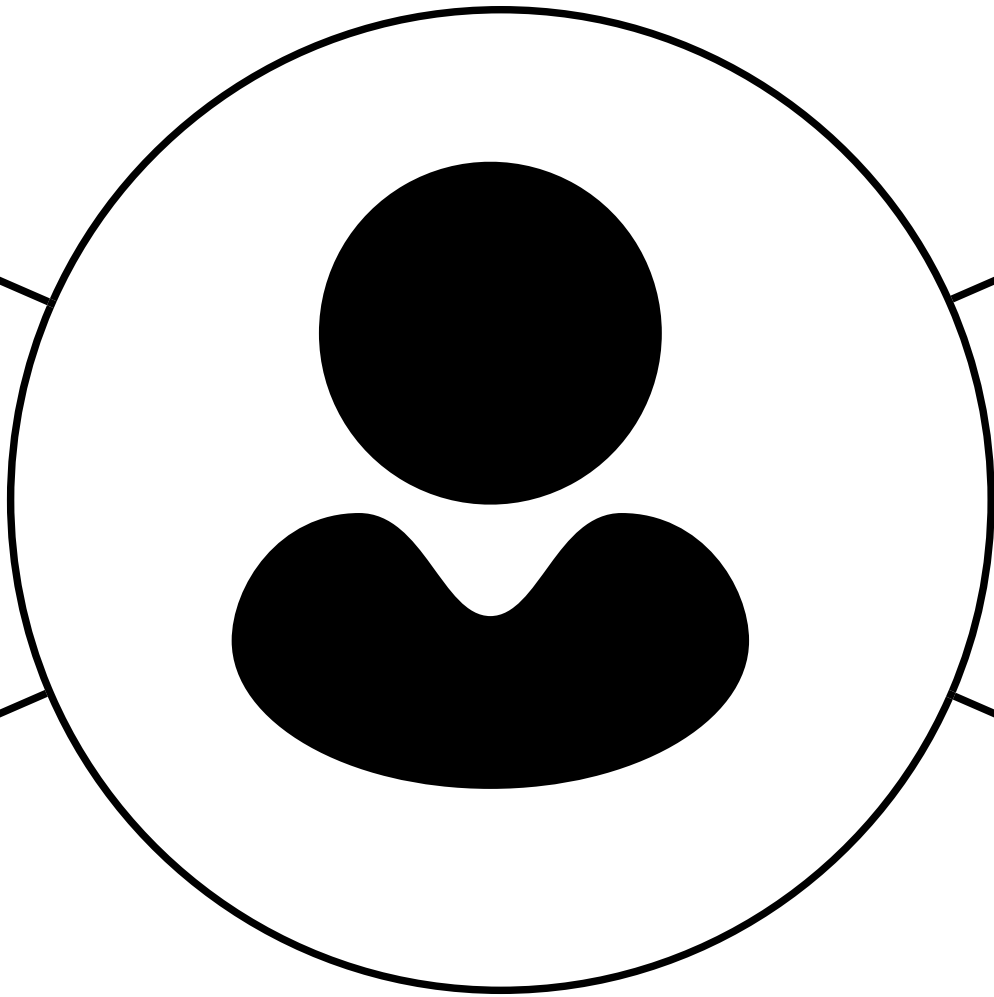
what really counts  
major preoccupations  
worries & aspirations

- Safety of labours.
- Does this solution manages all time?
- Complete protection during fire.
- Maintenance of the system.

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- Is this cost effective?
- How fast it controls the fire in the industry?
- Secure and protection.



- Should have high thermal conductivity.
- Satisfaction.
- Proper information on fire detection.

*What do they*  
**SEE?**

environment  
friends  
what the market offers

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

attitude in public  
appearance  
behavior towards others

- Does the system is compact in size?
- Ready and let's move forward.
- Send an alert message to authorities.

**PAIN**

fears  
frustrations  
obstacles

- Frustrates until the fire is kept under control.
- Damage caused due to explosion.
- Does it functions properly?

**GAIN**

"wants" / needs  
measures of success  
obstacles

- Monitor flame and ensure safety.
- Have set of instructions that is easily available all time.
- Avoiding the outbreak and spread of fire.
- Faster availability of sources to control the fire.