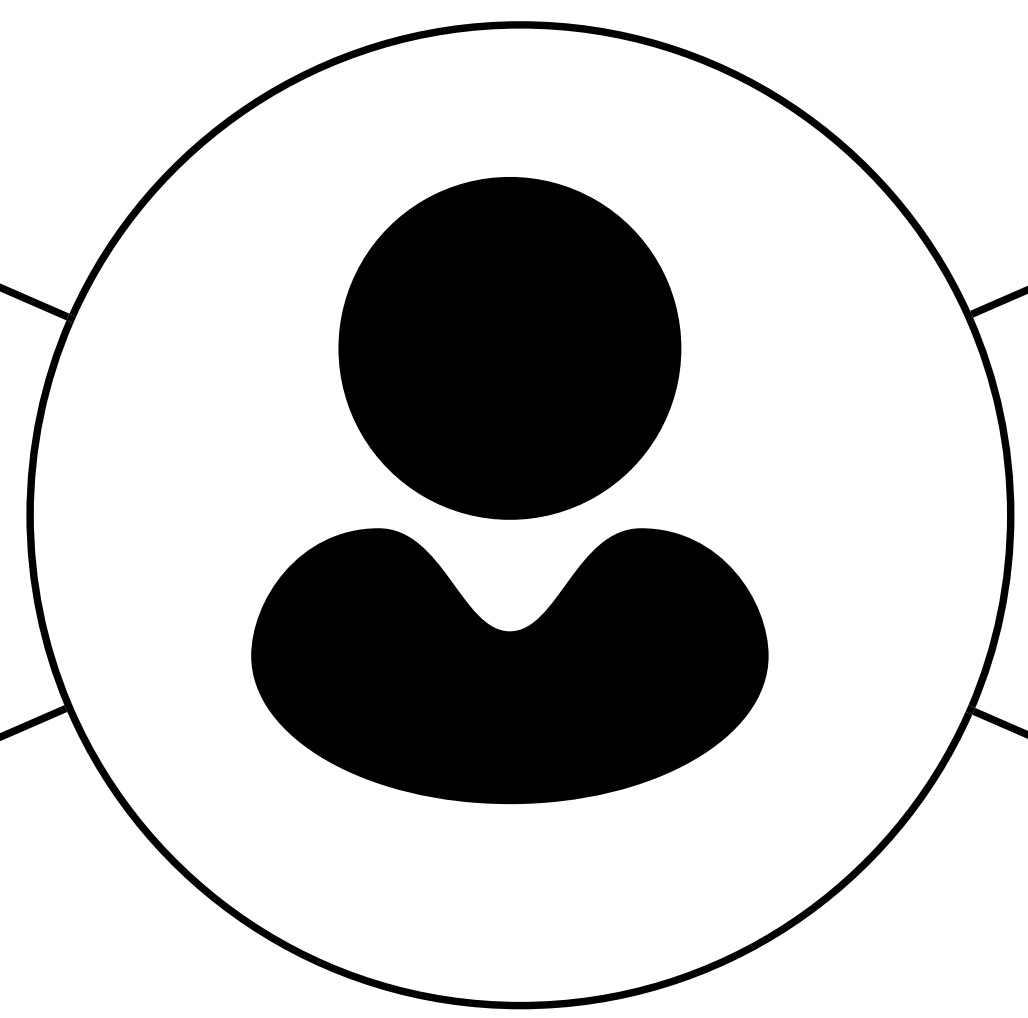


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- PROPER SENSING OF GAS
- PRESENCE OF ELECTRICAL COMPONENTS NEAR GAS IS DANGEROUS
- GAINING THE TRUST OF PEOPLE

What do they
HEAR?

what friends say
what boss say
what influencers say

- OUT OF A SIX POINT SCALE, 83% OF VICTIMS SCORED BELOW 3
- LACK OF AWARENESS
- NEED FOR SECURED SYSTEM

What do they
SEE?

environment
friends
what the market offers

- continuous monitoring
- improves industrial technology
- Buzzer is used to indicate the leakage

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- MONITORING
- CONTROL
- ALERTING

PAIN

fears
frustrations
obstacles

- INABILITY TO DETECT WIDE RANGE OF GASES
- CURRENT LEAKAGE IN THE CIRCUIT IS DANGEROUS
- POOR STABILITY

GAIN

"wants" / needs
measures of success
obstacles

- PREVENTS ACCIDENTS
- CAN SAVE LIVES
- CAN SAVE PROPERTY