

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

what really counts  
major preoccupations  
worries and aspirations

*Practical  
and  
Sustainable*

*Wants to be  
a part of the  
community*

*Place for  
Experiment*

*A Creative  
Environment*

# What do they **SEE?**

environment  
friends  
market offers

*Product  
eco-friendly*

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

attitude in public  
appearance  
behaviour towards others

*You have to  
try it  
understand  
how it actually  
Works*

*Prouct eco-  
friendly*

*I need to put  
iot of efforts  
in taking  
care of my  
kitchen*

*When the  
kitchen felt  
unsafe on  
account of LPG  
I google it to  
find the solution*

*An accident  
at by place*

*Future  
plans of  
industrial  
safety*

*Likes to  
worry less  
about the  
gas leakage*

*Thinks  
about the  
change*

*Promotion  
of device*

# What do they **HEAR?**

what friends say  
what boss say  
what influencers says

## **PAIN**

*It measures  
toxic gases in  
very low  
concentration*

*Only one  
gas can be  
measured*

*Limited  
range and  
don't have  
centralized  
monitoring*

fear  
frustation  
obstacles

*Harmful  
Gas  
Detection*

need  
measure of success  
profit

*Ensure  
worker's  
health*

## **GAIN**

*Easy to  
install and  
cost  
efficient*