

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

extinction of  
life form in  
that forest

Pollution  
and it's side  
efforts

Helps to  
prevent fire  
before it's  
started

very useful  
when it  
comes to  
save planet

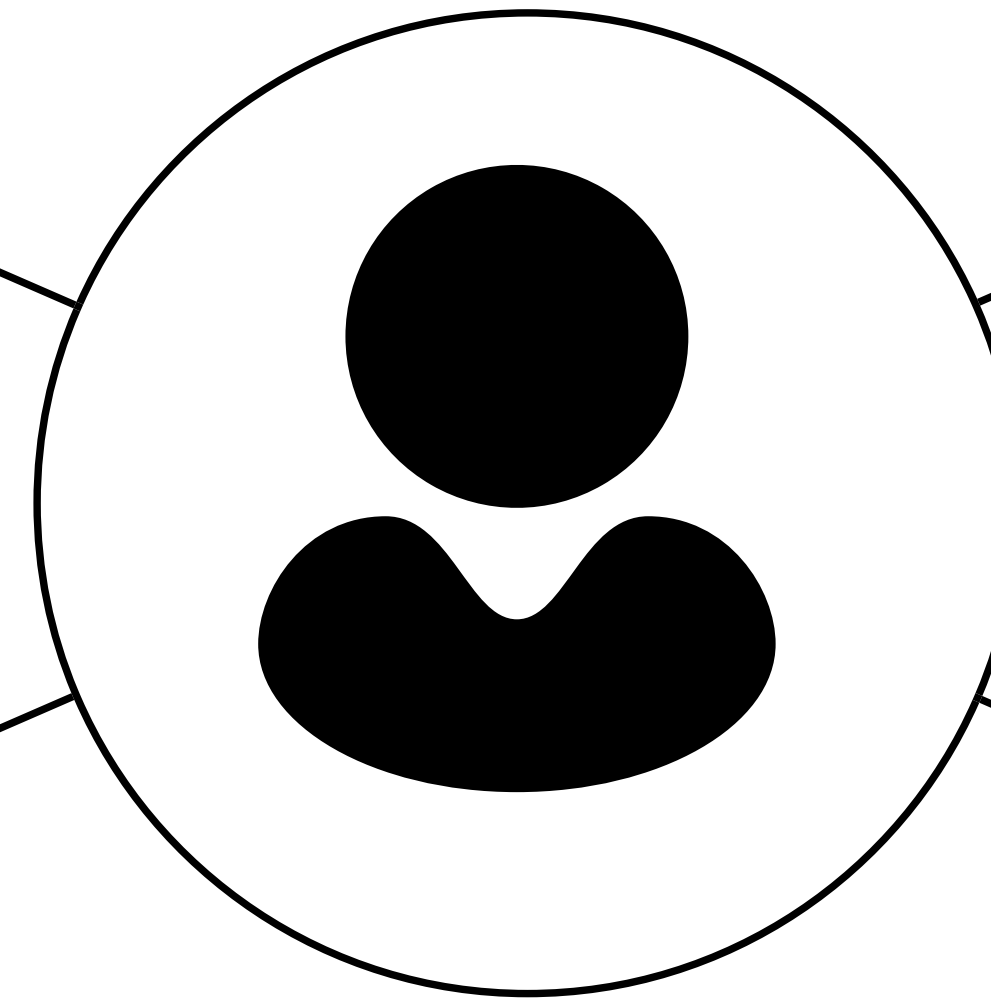
## What do they HEAR?

what friends say  
what boss say  
what influencers say

The news about  
Australia and  
California and  
their loss of  
resources

The struggle  
of controlling  
one once it's  
started

It can be  
devastating  
and cause  
major  
destruction



Users  
detecting the  
chances  
before it  
happens

information is  
sent to the  
officials for  
taking the  
required  
measures

eliminating  
the chance of  
catching fire  
in future

## What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

database  
which has the  
photos and  
video's of  
regular forest

algorithm which  
checks the forest  
photos and video's  
with newly obtained  
and inform the  
officials if found any  
disturbance

## PAIN

fears  
frustrations  
obstacles

Technical  
glitches and  
malfunction of  
sensors

difficulties in  
finding a fire in  
sparsely  
populated  
forest

difficult for  
authorities to  
reach inside a  
dense forest

## GAIN

"wants" / needs  
measures of success  
obstacles

A better and  
safe  
environment  
for the wildlife

A less polluted  
Earth safe from  
greenhouse  
gases

A help for  
government  
to start a new  
initiative