



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

what really counts  
major preoccupations  
worries & aspirations

This system  
will prevent  
social  
damage

WORRIES  
ABOUT THE  
DETECTION  
OF EXACT  
LEAKAGE

IF THIS IS  
ESTABLISHED  
HOW MUCH  
USEFUL IT  
WILL BE?

Prevent of  
exposure to  
both human  
and animals

Ensure safe  
environment

It saves  
industry  
and society

## *What do they* **HEAR?**

what friends say  
what boss say  
what influencers say

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

The quick  
alerts saves  
the life

HOW IT WILL  
DETECT THE  
GAS LEAK?

IF THERE IS  
A GASLEAK,  
WILL IT STOP  
THE SUPPLY

## *What do they* **SEE?**

environment  
friends  
what the market offers

WHAT IF  
FAILED TO  
DETECT  
LEAKAGE

It is useful  
but with  
precautions

RELEASED  
AMOUNT OF  
GAS CAN BE  
DISPLAYED

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

attitude in public  
appearance  
behavior towards others

It causes  
employment  
loss

FEEL FREE  
FROM  
EXPLOITATION  
FEAR

User  
friendly  
application

## **PAIN**

fears  
frustrations  
obstacles

INTERRUPTION  
OF  
BREATHING

Need a  
prior  
precaution  
steps

Delay in  
sending  
alerts

Detection  
in  
advance

## **GAIN**

“wants” / needs  
measures of success  
obstacles

PREVENTION  
OF LOSS  
OF GAS

Major  
accidents  
are  
prevented