



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

what really counts  
major preoccupations  
worries & aspirations

To protect  
valuable  
properties

To save  
human lives

For safe  
evacuation  
of  
occupants

To provide  
early  
warning of  
fire

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

life time of fire  
detection  
equipment  
should be high

fire  
detecting  
equipment  
safety

fast fire  
detection  
message  
transfer

early  
detection

equipments  
safety

automatic  
water  
sprinkler

*What do they*  
**SEE?**

environment  
friends  
what the market offers

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

attitude in public  
appearance  
behavior towards others

Not sure  
about fire  
arrival

fastest  
messaging to fire  
department as  
soon as fire  
detected

Water sprinkler  
should ON  
automatically  
when fire  
detected

Power  
consumption of  
equipment  
should be low  
when no fire  
detected

**PAIN**

fears  
frustrations  
obstacles

loss of  
valuable  
equipments

loss of  
human life

False  
alarms

**GAIN**

"wants" / needs  
measures of success  
obstacles

Early  
warning  
notification

Limit the  
emission of  
toxic  
products

Fast  
alarming to  
fire  
department