

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

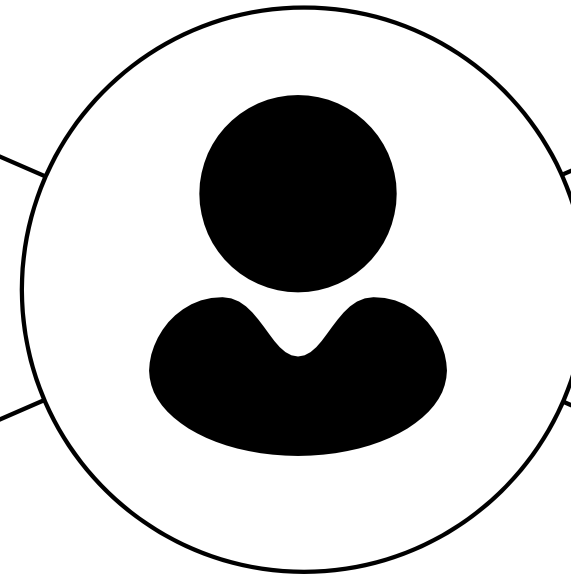
What do they HEAR?

what friends say
what boss say
what influencers say

News on
Australia and
California and
their resources
loss.

A fight to
control you
once it
begins

It is
devastating
and cause
great
destruction.



Users sees
the odds
before it
happens.

information
will be sent
to the
authorities
and necessary
action will be
taken

Eliminate the
Possibility of
future fires.

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

A database of
photographs
and videos of
ordinary
forests.

Algorithms that
matches photos and
videos of the forest
with newly received
ones and notifies
relevant parties
when disturbances
are detected.

PAIN

fears
frustrations
obstacles

Technical
failure and
sensor
malfunctions.

Difficult to
find fire in
sparsely
populated
forest.

In a dense
forest hard
for the
authorities to
reach.

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