

what does (s)he
THINK & FEEL?
What really counts
Major preoccupations
Worries & aspirations

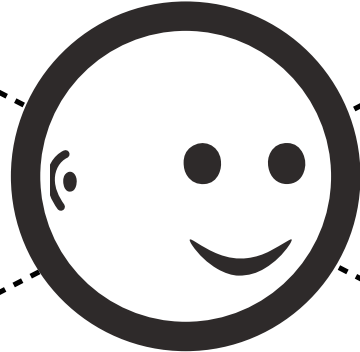
fire issue

environme
nt thremal

smooke

flamming

what does (s)he
SEE?
Environment
Friends
W hat the market offers



what does (s)he
SAY & DO?
Attitude in public
Appearance
Behaviour towards others

IoT Enabled
Connected
Detectors

Emergency kit

Aleart workers

Fire Alarm
Aspiration
Detection

what does (s)he
HEAR?
What friends say
What the boss says
What influencers say

Multi-Sensor
Detection

 **PAINS**
fears
frustrations
obstacles

requires
initial
investment


unpleasant
smell

efficiency
depends on
your amount of
organic waste

Certainty of
avoiding the
outbreak and
spread of fire

Retaining
access to
protected
areas at any
time

Protecting
multiple
hazards with
just one
system

GAINS 
“wants”/needs
measures of success
obstacles