



# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

What is the  
accuracy  
of fire  
detection?

How  
illumination  
and smog  
spreading is  
predicted?

How quickly  
are corrective  
measures  
implemented?

# What do they HEAR?

what friends say  
what boss say  
what influencers say

Are the  
sprinklers  
spraying  
foaming agents  
with a larger  
diameter?

Will it detect  
various types  
of chemical  
explosive fire  
accidents?

opinion

efficiency  
of output

How  
dependable  
is the  
product?

How the  
extinguishers  
work?

# What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Cost  
Efficient

Specific to  
various  
industries

faster  
reaction to  
greater  
light  
bandwidth

## PAIN

fears  
frustrations  
obstacles

economical  
insecurity

Fear

Hydrocarbons  
are extremely  
flammable.

## GAIN

"wants" / needs  
measures of success  
obstacles

Easier  
installation

Cost  
Efficient

Fast  
response