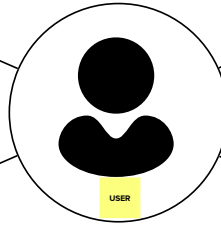


# THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



they need an  
alarms when the gas  
is leaked.

they are  
expecting the  
accuracy of  
sensor

they are also  
expecting the  
automatic  
precautions to be  
taken when the gas  
is leaked

It is the  
good idea.

Can also include  
some features  
like detection  
from remote  
places too.

It is helpful for  
many users who  
are especially  
dealing with LPG  
gas cylinders

huge  
population

difficult to  
recognize  
the gas  
leakage

unable to  
take the  
immediate  
action

## What do they SEE?

environment  
friends  
what the market offers

## What do they HEAR?

what friends say  
what boss say  
what influencers say

# SAY AND DO?

attitude in public  
appearance  
behavior towards others

To detect  
the gas  
leakage.

to show the  
level of gas

to denote  
the type of  
gas

## PAIN

fears  
frustrations  
obstacles

they afraid  
of accidents

loss of  
property

unable to  
detect the  
invisible gas

## GAIN

"wants" / needs  
measures of success  
obstacles

It should be  
able to detect  
the gas  
leakage  
immediately.

The gas  
leakage  
detector must  
be accurate.

The gas leakage  
detector can also  
shows the level  
of gas.