



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Thinks  
about the  
change.

Likes to worry  
less about the  
gas leakage.

Practical and  
Sustainable

Wants to be  
a part of the  
Community.

## What do they HEAR?

what friends say  
what boss say  
what influencers say

Promotion  
of device

Information  
from the  
industrial  
experts

Future  
plans of  
Industrial  
Safety.

An accident  
at near by  
place.

## What do they SEE?

environment  
friends  
what the market offers

A Creative  
Environment

Place for  
Experiment

Driven to  
secure my  
own  
environment.

Product  
eco-friendly

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

When the kitchen  
felt unsafe on  
account of LPG I  
google it to find the  
solution.

I need to put  
lot of efforts in  
taking care of  
my kitchen

You have to try it  
to understand  
how it actually  
works.

I'm very much  
into  
experimenting

## PAIN

fears  
frustrations  
obstacles

Limited range  
and don't  
have  
centralized  
monitoring

Only one  
gas can be  
measured

Heavy dust,  
steam may  
block the  
pores of the  
sensor

It measures  
toxic gases in  
very low  
concentrations

## GAIN

"wants" / needs  
measures of success  
obstacles

Harmful  
Gas  
Detection

Fire Hazard  
Prevention

Ensure  
worker's  
health

Easy to  
Install and  
cost  
efficient