

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

industry
people

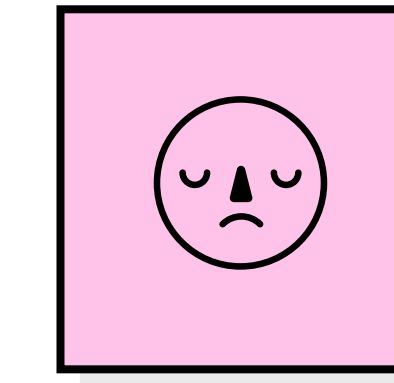
in the
situation of
gas laekage

GOAL

What do they THINK and FEEL?

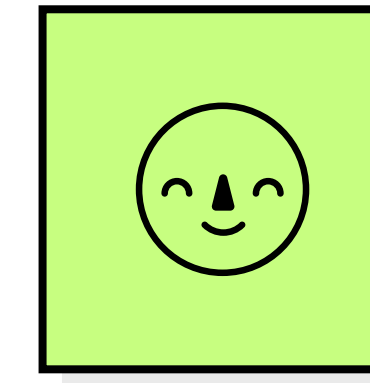
PAINS

What are their fears,
frustrations, and anxieties?



GAINS

What are their wants,
needs, hopes, and dreams?



proper
maintenance
should be
done

precaution
steps can be
taken

sensor
should
operate
accurately

saves life
and goods

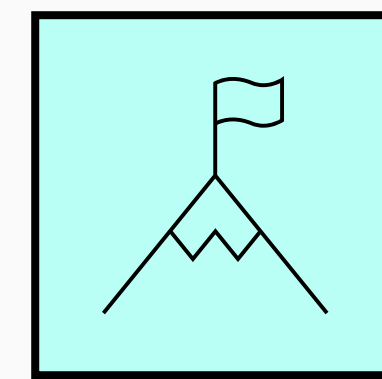
What other thoughts and feelings might influence their behavior?

sensor
working

alerting
system

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

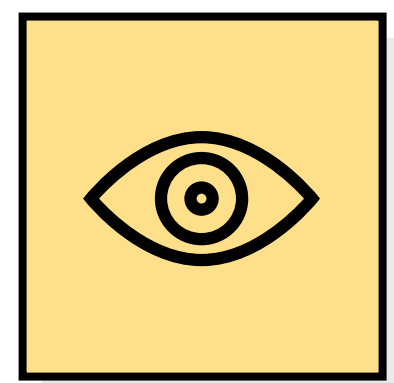


easy to
access and
operate

prevent
from fire
accidents

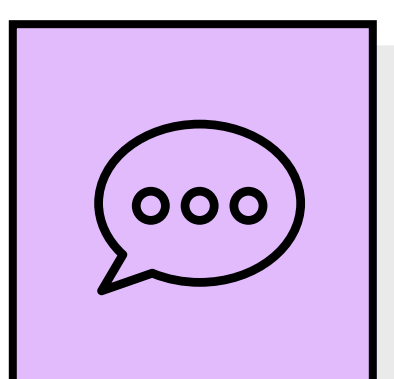
send sms to
the concerned
user

instant
detection of
gas



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



What do they SAY?

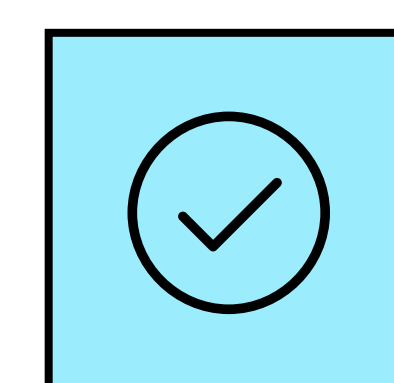
What have we heard them say?
What can we imagine them saying?

use iot to to
utilize
sensors

smart way of
maintaining
indrtries

early alert to
avoid
accidents

the device
should be
programmed



What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

alarm to alert

message
should be
sent to the
user