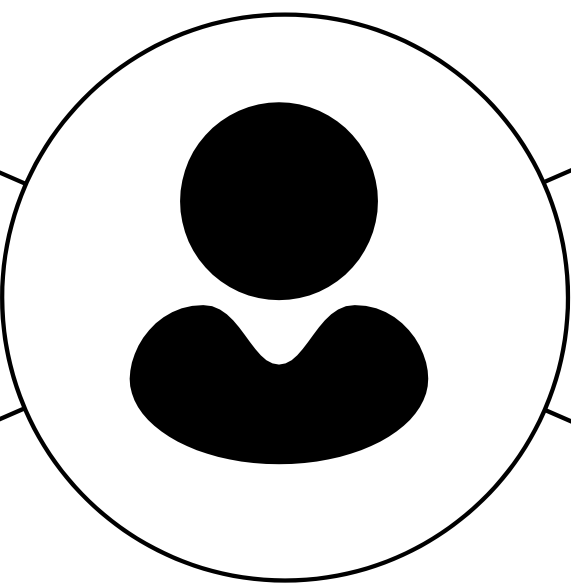


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

- What do our friends say about this solution?
- Which thoughts of the people around causes the impacts to find the solution?
- What will the people say about this problem statement to others?

What do they
SEE?

environment
friends
what the market offers

- Everywhere they speak about the problem solution
- The handling of this solution is better
- The marketers see a lot of configurations that makes the product reach

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- What do they say about our appearance?
- What kind of behaviour they expect?
- What they speak about our attitude in the public?

PAIN

fears
frustrations
obstacles

- What would be some frustrations that arises?
- What kind of fears that arise with this solution to manage?
- What kind of challenges and the obstacles would be faced by the audience?

GAIN

"wants" / needs
measures of success
obstacles

- Wants a solution to manage the fire easily
- Need to find the way to manage the problem
- Need to have the set of instructions that is easily available all the time.