



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- can it automatically alert people ?
- How it works?
- will this work properly ?
- Can we trust this system?

- How reliable is it ?
- How accurate is this ?
- Can it handle large scale fire?

What do they HEAR?

what friends say
what boss say
what influencers say

- Easy to use
- Much cost effective alternative
- User friendly and amazing
- cheap to implement

What do they SEE?

environment
friends
what the market offers

- Safer work environment
- Easy scalability
- Improved safety

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- Is it really necessary
- Do we need this ?
- We already have sprinkler system

- Is this easy to implement
- How expensive it is to implement?

PAIN

fears
frustrations
obstacles

- Monitor gas in lower concentration
- Might not detect fire
- Hard to configure
- Need to be integrated with existing fire handling system

GAIN

"wants" / needs
measures of success
obstacles

- Quick response to the authorities
- It have many fail same to avoid false alarm
- It supervise gas,temperature as well as look for flame
- It monitors fire continously
- Automatically activate the sprinkler system