

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

Does the industry have enough precautionary aids?

Products from raw materials which leads to large-scale production.

Use of digital solutions which minimizes manual inspection.

Does the industry provide proper wages and benefits?

Will the company provide life insurance scheme and compensations?

key technologies to ensure safety operation of machineries.

Working environment with high radiations.

Fear of bodily injuries.

Providing immediate emergency aids.

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Does the industry provide all the safety measures?

Implement maintenance to reduce the risk of failure

Effective monitoring of areas which is more advantageous

PAIN

fears
frustrations
obstacles

Gas leaks results in explosive consequences.

Overheating of machines which causes explosions.

Short circuit and sparks.

GAIN

"wants" / needs
measures of success
obstacles

Implementing flame-proof type of protection.

Reducing the risk of explosions.