

This project can be useful to prevent accident in the industries

Helps to save lives

easy for evacuation

## 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

It can reduce the manpower

indicates the problem before it goes big

prevents the life loss

No worries about the accident

it will give prior information

it can be an extra support

## What do they SEE?

environment  
friends  
what the market offers

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

helps the people to understand the risk

gaining the information through SMS

Easy to take next step

## PAIN

fears  
frustrations  
obstacles

it takes large number of effort

proper execution needed

It needs proper team

## GAIN

"wants" / needs  
measures of success  
obstacles

Very easy to detect the problem

Helps to Prevent the accident