

*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



Destruction  
of wildlife  
and habitats

Increased  
levels of  
CO2

Monitoring any  
suspicious  
action in the  
forest

Lack of  
Scientific  
Techniques to  
extinguish fires

Data is  
collected and  
analyzed right  
on spot with  
sensors

Earlier detection  
of forest fires  
protects the  
environment

*What do they*  
**SEE?**

environment  
friends  
what the market offers

Automatic  
detection of  
forest fires  
prevents loss  
of life

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

ML techniques are  
extensively  
employed for both  
prediction and  
detection of forest  
fires

Prevents  
economic and  
ecological  
damage

WSN and UAV  
based forest fire  
modelling system  
for monitoring  
forest fires

Increases safety  
for humans as  
there is no need  
for involvement  
in detection

Estimation of burnt  
areas and smoke  
suspended in the  
air are assessed

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

A forest cover map  
is developed with  
different remote-  
sensing techniques

Immediate  
detection of fire  
sends a signal to the  
cloud and notifies  
emergency service

**PAIN**

fears  
frustrations  
obstacles

Need for  
sufficient and  
specific  
conditions

**GAIN**

"wants" / needs  
measures of success  
obstacles

Detection of  
forest fires  
quickly in real  
time

Potential damage  
and cost of fire  
fighting are  
reduced

Efficient and  
avoids the  
usage of many  
resources

A limited  
amount of  
energy to be  
used for Data  
Processing

The application of  
ML techniques has  
its own limitations