



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

To protect
valuable
properties

To save
human lives

For safe
evacuation
of
occupants

To provide
early
warning of
fire

What do they
HEAR?

what friends say
what boss say
what influencers say

life time of fire
detection
equipment
should be high

fire
detecting
equipment
safety

fast fire
detection
message
transfer

What do they
SEE?

environment
friends
what the market offers

early
detection

equipments
safety

automatic
water
sprinkler

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Not sure
about fire
arrival

fastest
messaging to fire
department as
soon as fire
detected

Water sprinkler
should ON
automatically
when fire
detected

Power
consumption of
equipment
should be low
when no fire
detected

PAIN

fears
frustrations
obstacles

loss of
valuable
equipments

loss of
human life

False
alarms

GAIN

"wants" / needs
measures of success
obstacles

Early
warning
notification

Limit the
emission of
toxic
products

Fast
alarming to
fire
department