

Types of disaster

what and why its happened

causes of disaster

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Nervous

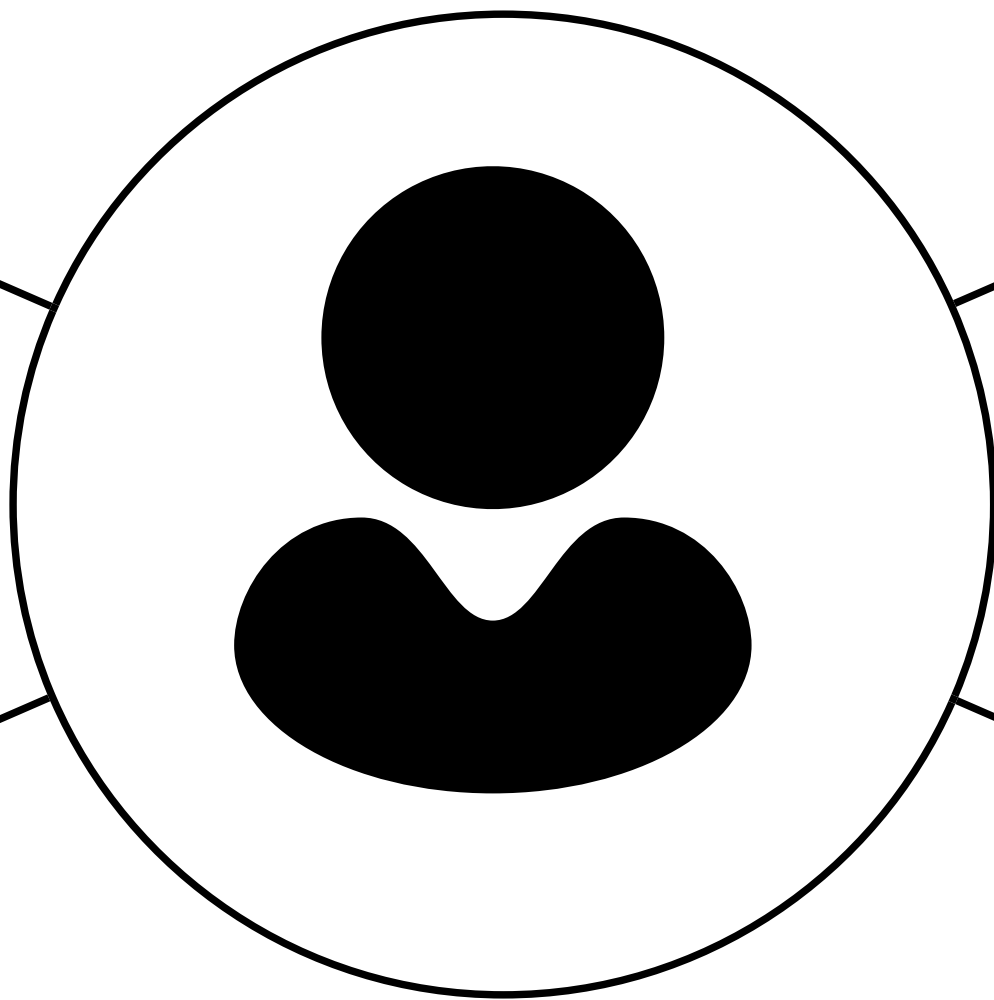
Sadness ← irritable

What do they
HEAR?
what friends say
what boss say
what influencers say

"Climate changes"

"Loss of education"

"Loss of financial resources"



"Permanent changes in ecosystem"

"impact on human health"

"Human safety and precautions"

What do they
SEE?
environment
friends
what the market offers

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

"Naturally occurring process"

"Awareness program"

"Fast recovery process"

"Affects human economic state"

"prediction and warning system"

PAIN
fears
frustrations
obstacles

"Human injuries and death cases"

"Affects with lots of health issues"

"Deforestation"

GAIN
"wants" / needs
measures of success
obstacles

"Cost efficiency"

"A better understanding of Scalability"

"Improve infrastructure"