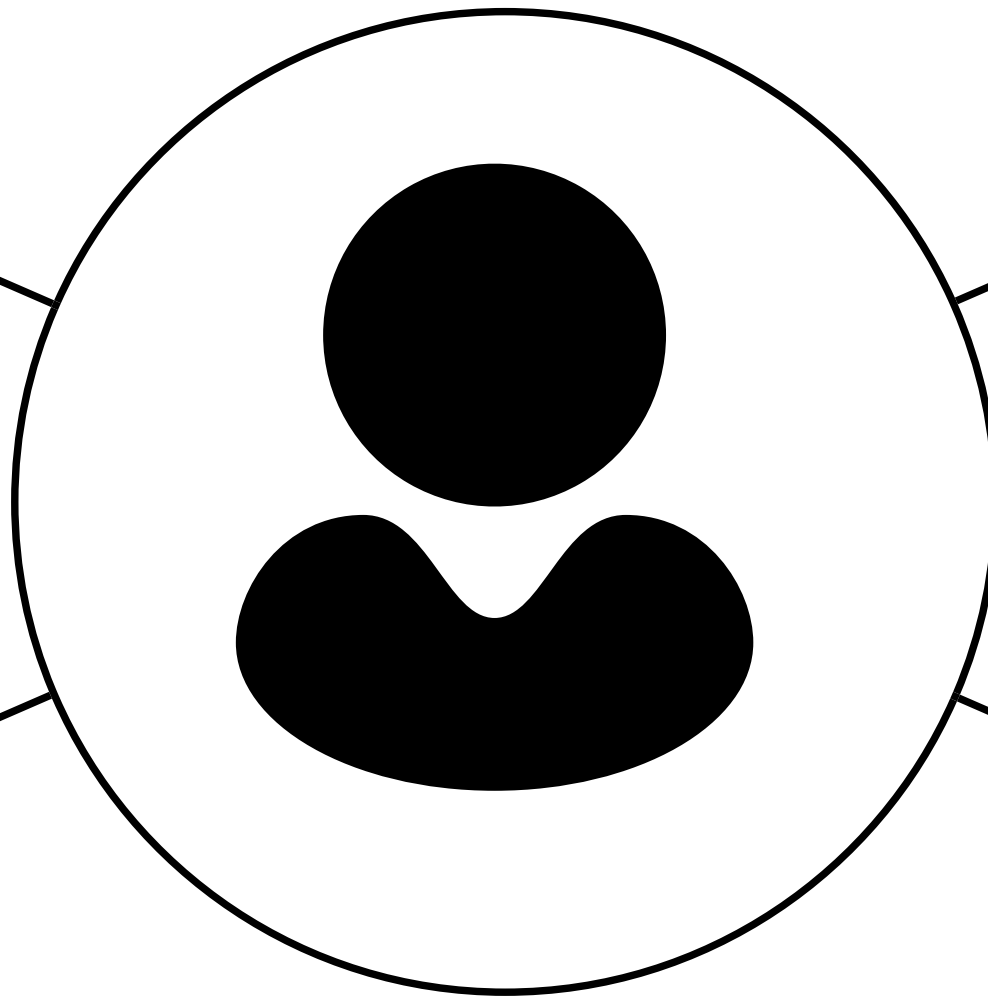


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Is sensors are
used to
monitor the
parameters

Will it monitor
the
temperature

To take safety
measures like
operating the
system

What do they
HEAR?

what friends say
what boss say
what influencers say

Easy to
detect the
problems

New
experience

visible
progress

Place for
equipment

A creative
environment

Resourceful
place

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

To avoid
large scale
hazards

To get alert
messages
and alarms

To save the
environment
and people

PAIN

fears
frustrations
obstacles

Transistors
switch
many times

Consumes
more power

Complex
system

GAIN

"wants" / needs
measures of success
obstacles

Technology
optimization

Minimize
human
effort

Reduced
labour cost