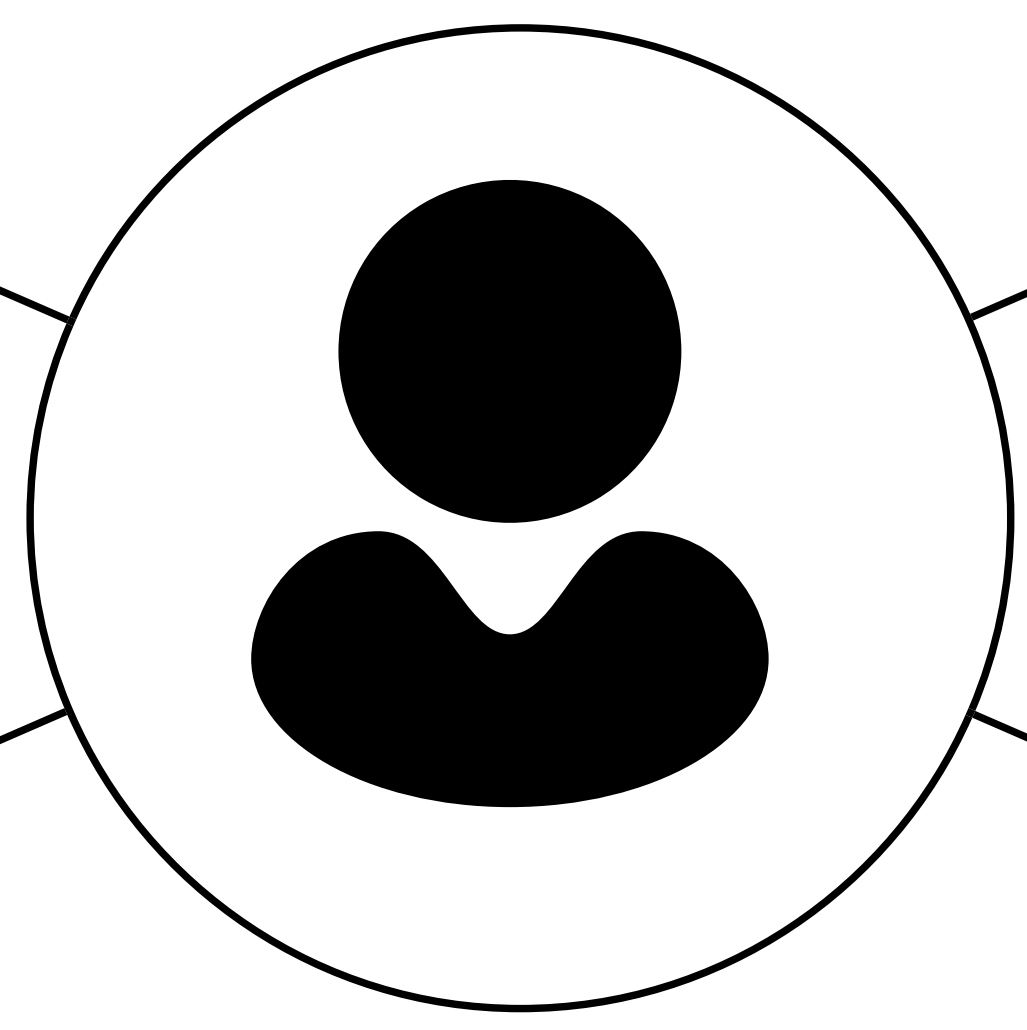


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



- Is it work properly
- practically sustianable
- Tenacious

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- Sucess stories
- You can be fearlessly
- It's unnecessary thing

*What do they*  
**SEE?**

environment  
friends  
what the market offers

- This is too expensive
- Bigger measure for safety challenger
- Sending SMS alert to the user

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

attitude in public  
appearance  
behavior towards others

- Connection with internet and monitoring
- Lots of work

**PAIN**

fears  
frustrations  
obstacles

- Measure toxic gas in low concentration
- Trouble getting tech to work
- Finance

**GAIN**

"wants" / needs  
measures of success  
obstacles

- Helps to prevent the high risk of gas exploitation
- Faster response time in the event of a leakage condition
- Highly relaible

stories

fearlessly

unnecessary  
thing

expensive

challenger

to the user

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appearance

behavior towards others

Connection  
with internet  
and  
monitoring

**Lots of  
work**

**Is it work  
properly**

**practically  
sustainable**

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**Sending**

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