

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

They thing  
Gas Leakage  
make a big  
Accident

They like to  
prevent the  
accident

Fearful  
Feeling

Think to  
save them

These are necessary for  
protection from  
personnel and property  
hazards, which can be  
caused due to deadly,  
toxic, and combustible  
gases.

# What do they SEE?

environment  
friends  
what the market offers

# What do they HEAR?

what friends say  
what boss say  
what influencers say

In home at  
gas leakage  
time open all  
windows and  
doors

influencers

prevent anyone  
from being  
exposed to toxic  
gases that could  
poison or kill.

They want to  
detect gas  
leakage,  
neutralize it, and  
prevent the  
explosion.

Everyone should  
learn to use LPG  
properly and  
learn the  
awareness

I know to  
save me  
and save  
others

Industries  
should says  
"We have all  
fire safty  
equipements"

Use that  
carefully

## PAIN

fears  
frustrations  
obstacles

Anosmia  
pepole can't  
identify the  
gas leakage

They don't know  
of gas leakage.  
Because of that  
its lead to an  
explosion.

The gas will  
be wasted

## GAIN

"wants" / needs  
measures of success  
obstacles

Anosmia  
peoples also can  
find the gas  
leakage and  
prevent the  
accident

It helps  
benefitfactories and  
refineries by keeping  
them safe against any  
unexpected threats  
like explosions.

you can monitor the  
amount of gases in your  
environment. Because of  
this, you can tell when  
there is a higher chance  
of poisoning, explosion,  
fire or asphyxiation