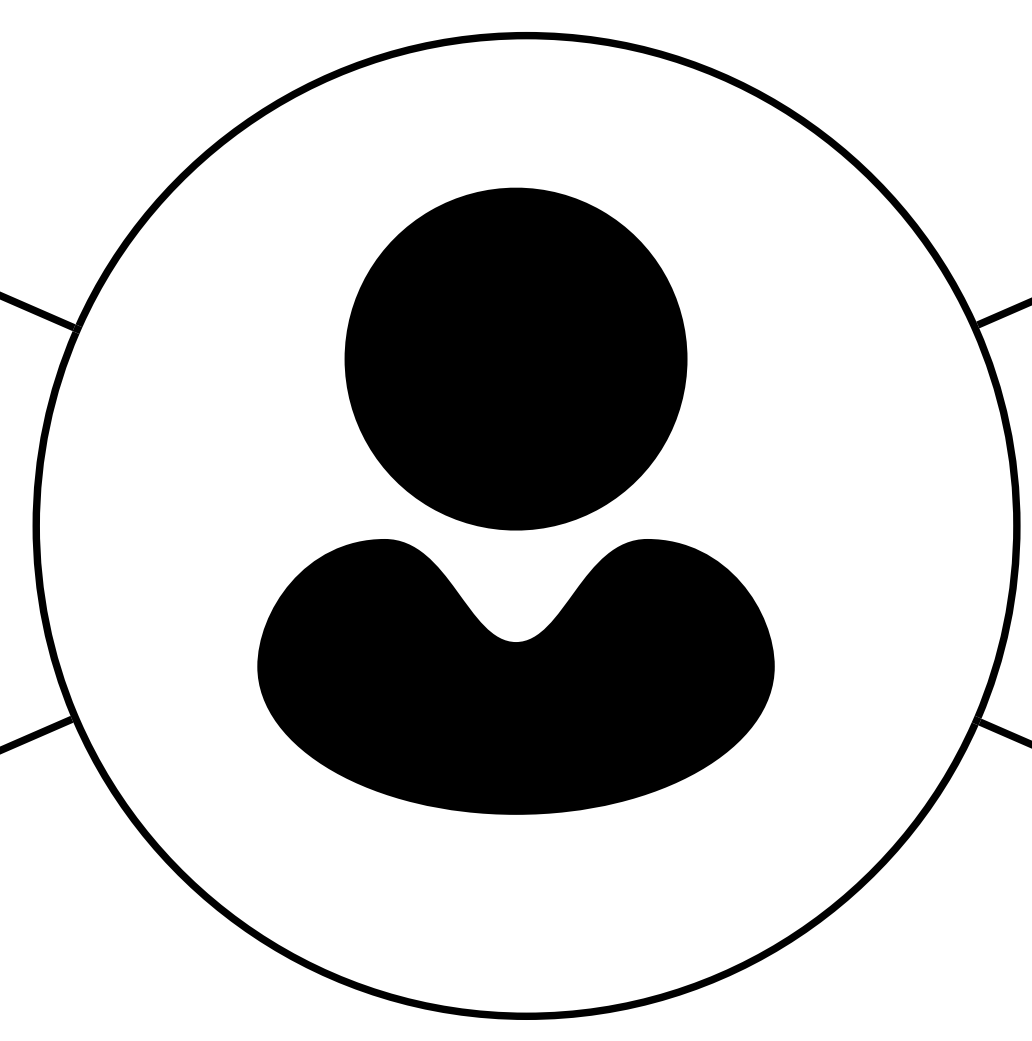


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

The energy output should justify invested capital

How much manpower would be required?

Since wind can blow at various speeds, it's hard to predict the amount of energy it can collect at a given time.

Wind turbines are known to pose a threat to the wildlife

The system must be productive and reliable

How difficult would it be to manage a wind farm?

No powercuts because of availability of electricity

Inefficient nature of wind production

The energy values must be accurately predicted

Would seasonal changes impact energy productivity?

The return on investment is unpredictable

Wind energy's an expensive energy resource

Wind energy is very scarce and difficult to make use of

Other forms of energy are more lucrative and easy to manage

The amount of energy from wind is not sufficient to generate electricity

Not all geographical areas can use wind energy as a source

There's a potential market for dedicated investors

The government supports wind energy through private sector investment

Inter-state transmission charges and losses have been waived off for wind farms

Potential for an eco friendly and sustainable energy source

There are location constraints

No shortage of energy

Understand the influence of weather on wind energy production

It is a very clean energy source, which does not release any pollution or produce any waste during operation.

The market is extremely competitive

Wind energy is not powerful enough to generate electricity

Wind energy is a trending and increasingly popular domain

Generating energy from the wind does not release any carbon emissions.

Promote a green future

Would wind farms displace the local populace?

The project would be a failure

I don't have sufficient domain knowledge

How would the environment be affected?

Getting approval from the authorities

Noise pollution

Making repairs on a wind farm is difficult

Risk of death and destruction if the wind turbine falls

Only work hard at the start to setup then no need to keep traxk

Does not require as much manpower

Clean and Green Source

Sustainable

Initial Investment pays off and returns are fruitful

A new reliable system