



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Will it be
affordable ?

Don't want to
concentrate
much

Fear to
work

Will do
some
research

learn to
operate
systems
safe

Will it be
efficient
enough?

Man
power is
better

Will it be
possible to
solve in real
time

Not in a
real time
or not
reliable

Spare Time

What do they HEAR?

what friends say
what boss say
what influencers say

Make pros/
cons

Make sure
Safety
precautions
are ready

does not
disturb the
life routine

They may
delay for
quite a
period

Some
clear cut
ideas

To make
sure it
works well

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Want
something
reliable

How do I
start?

Exposure to
high levels of
gases leads to
various
diseases.

surrounded
by harmful
things

What do they SEE?

environment
friends
what the market offers

High cost

Powerful
Greenhouse
gas leakage
leading to
climate chnge

jump out
safe in a
hard
situation

Increase
testing
process

PAIN

fears
frustrations
obstacles

Bunch of
people
may die.

Trust in the
industry
diminished.

cause
health
issues

losing their
loved ones

Explosion

Increase belief

GAIN

"wants" / needs
measures of success
obstacles

Legal
permission
authorities

Increase
safety

Time
management

a peaceful
workspace