

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

catastrophic
events

atmospheric
geological
hydrological

Eg. droughts
floods
earthquakes

fatalities
property
damage
social
environment

A creative
environment
with peace

Natural disaster intensity analysis & classification

future plans
of disasters

What do they HEAR?

what friends say
what boss say
what influencers say

people's
awareness
about natural
disasters

people's
"wow"
reaction

place for
exploration

full place of
natural
resources

What do they SEE?

environment
friends
what the market offers

information
from experts

you have to
understand
how it works

"I" need to
take care of
the natural
resources

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

I am very
interesting
in the
experiment

I am not sure
about the
disasters
affect

safety of
people
children

PAIN

fears
frustrations
obstacles

confused

A lot of
environment

little space

can't move much
steps

time
consuming

climate
changes
and dusty

GAIN

"wants" / needs
measures of success
obstacles

new
learning
experience

forests saved
from
deforestation

loves
sharing the
feel with
friends

facing high
ricks and
adventures

rain water
percentage
increases