

# 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

little space

climate  
changes  
and dusty

time  
consuming

confused

A lot of  
environment

can't move much  
steps

## GAIN

"wants" / needs  
measures of success  
obstacles

forests saved  
from  
deforestation

rain water  
percentage  
increases

new  
learning  
experience

loves  
sharing the  
feel with  
friends

facing high  
ricks and  
adventures

Team  
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