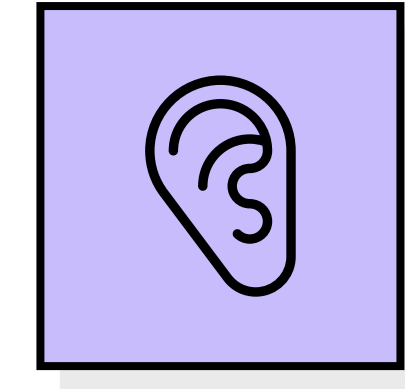


### WHO are we empathizing with?

Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

**Empathy  
may be a soft  
skill, but it's  
a crucial one**

**Firefighters  
naturally have  
the ability to  
feel empathy  
towards their  
victims**



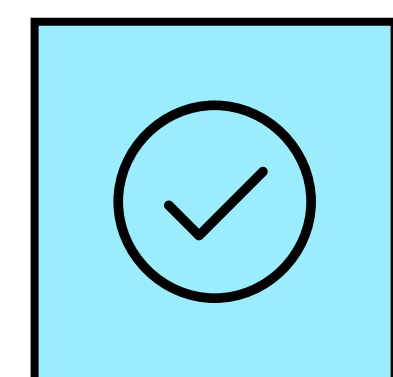
### What do they HEAR?

What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

**Colleague  
recommendation**

**It's effective  
system**

**Endorsement**



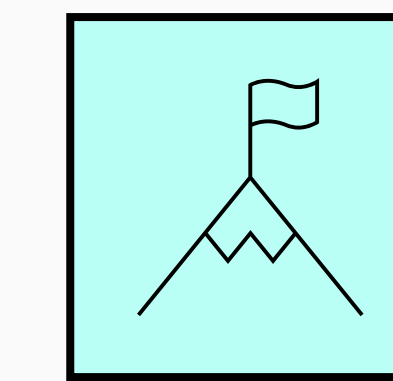
### What do they DO?

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

**Assessing  
and  
controlling  
fire risks**

**Safe working  
methods and  
use of safe  
working  
equipment**

**Safe  
handling of  
firefighting  
equipment**



### What do they need to DO?

What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?

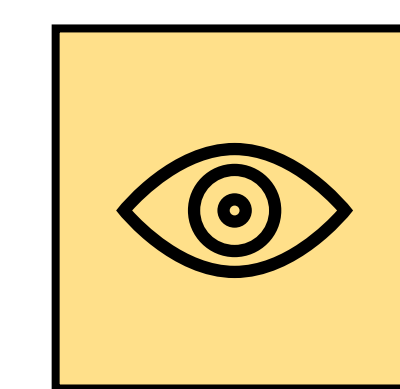
**To reduce the  
risks of fire and  
to ensure the  
safety of  
building  
occupants**

**A complete fire  
management  
system ensure  
legal compliance  
and protection of  
lives and assets**

**Product  
sustainability**

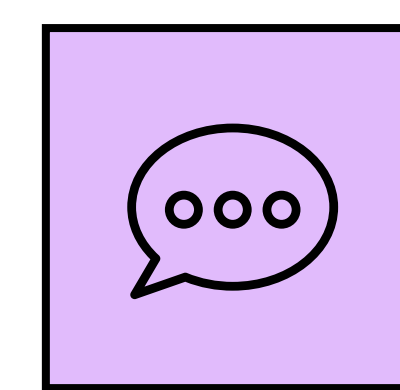
**Low effort  
maintenance**

**Less IOT  
component**



### What do they SEE?

What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?



### What do they SAY?

What have we heard them say?  
What can we imagine them saying?

**To avoid fire  
at any cost**

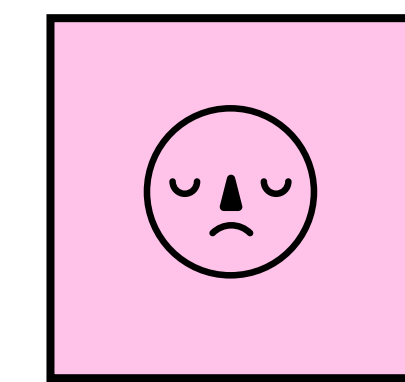
**"Don't worry  
we have a  
fire  
extinguisher"**

### GOAL

### What do they THINK and FEEL?

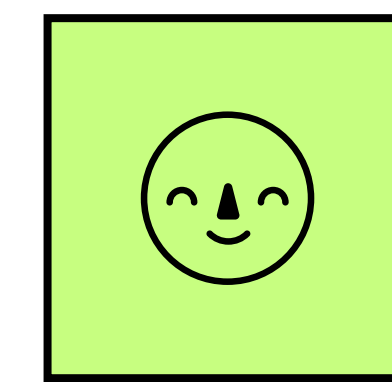
#### PAINS

What are their fears,  
frustrations, and anxieties?



#### GAINS

What are their wants,  
needs, hopes, and dreams?



**Cost effective**

**Minimum  
property  
loss**

**High  
allocation of  
property**

**High  
installation  
rate**

**No loss of  
life**

**Detects  
overheating in  
database  
server,etc..**