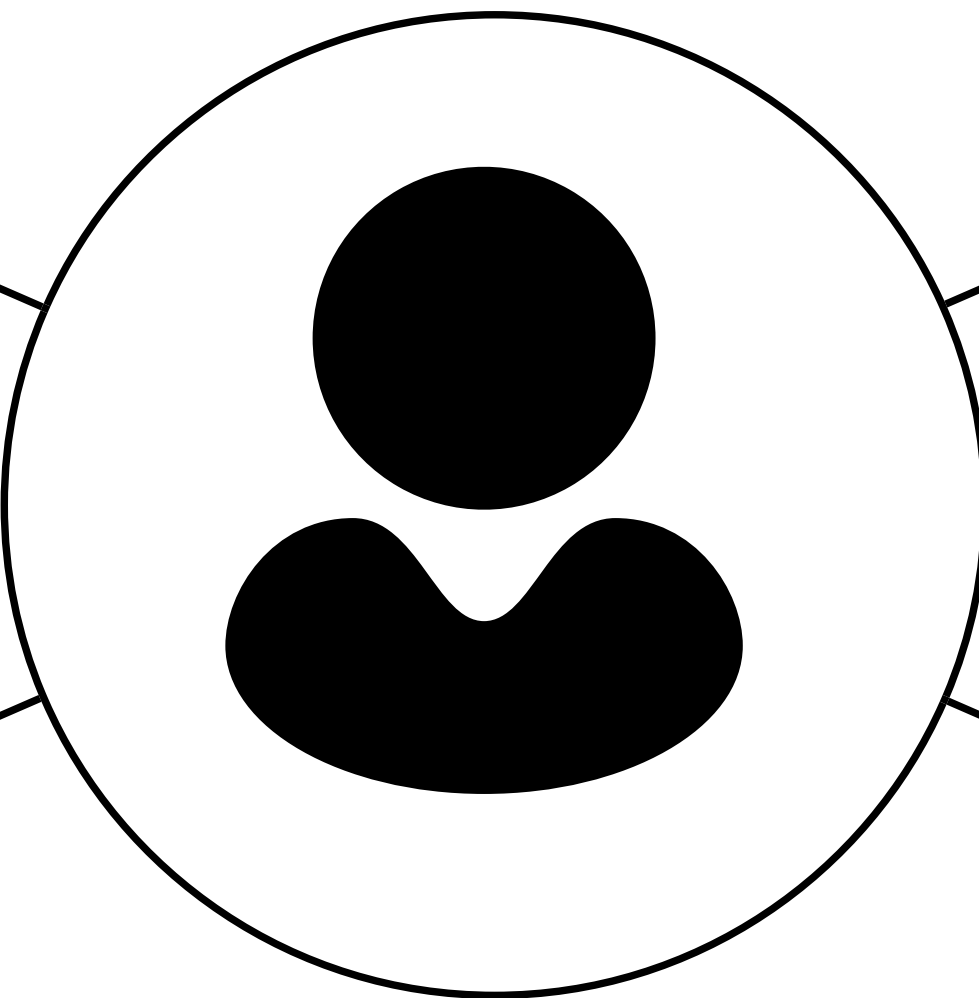


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Guarantee
and
protection

Estimation
of
loss

Safety
Assurance

Creative
environment

Fire Alarm

Warns the
hazard
gases

Detect Gas

NO pain
only gain

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Personalizes
the detection
based on the
needs

Recommend
and others to
implements
the
technology

What do they
HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

Frustrations

Challenging
setup
process

Needs a
technical
knowledge to
troubleshoot the
problems

GAIN

"wants" / needs
measures of success
obstacles

User
friendly

Safety and
precautions

Give prior
detection