

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?



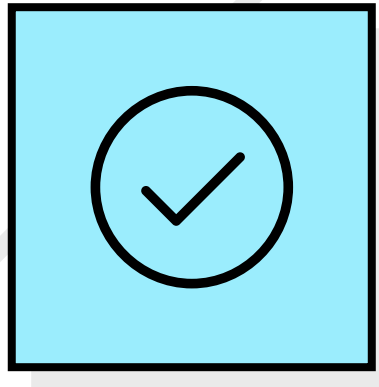
What do they HEAR?

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

local
decision
component

local
perception
component

on demand
monitoring
area



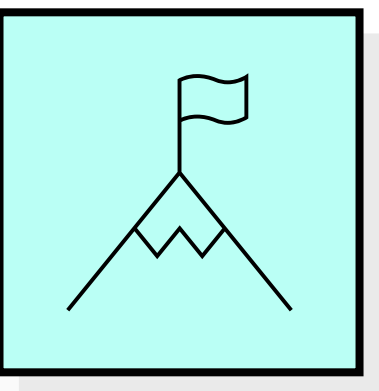
What do they DO?

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

High level
observer

Fire
detection

potential
soil erosion
estimates

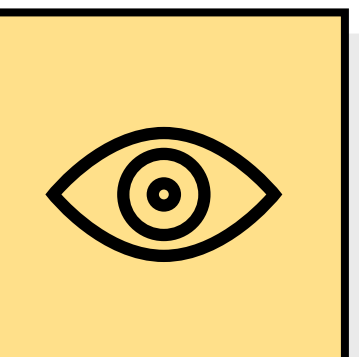


What do they need to DO?

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?

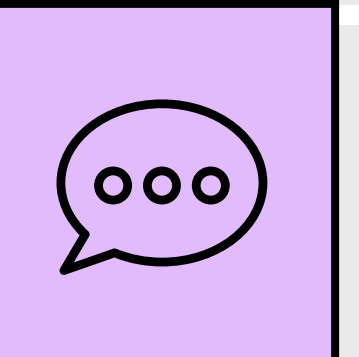
data
collector

command
& control



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?

access data
and send it
to the cloud

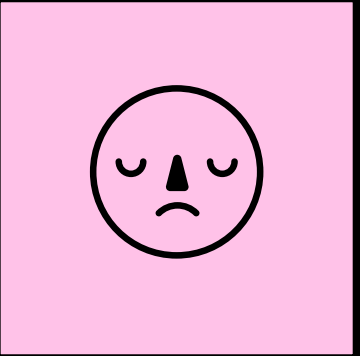
Alert
emergency
services

GOAL

What do they THINK and FEEL?

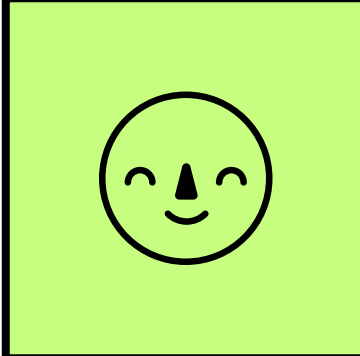
PAINS

What are their fears,
frustrations, and anxieties?



GAINS

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



Reduces
flame
reflection

Need of
sufficient
and specific
conditions

No
verification
algorithm

False
alarms

What other thoughts and feelings might influence their behavior?

Sensors are
visible or
not

Systems
are satellite
based or
not