



is this is
the best
way

whether
this is
safe

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Is it have
any issues
on alarm

suspicion

silence
feature and
warranty

variety of
brand in
alarm
signal

Industry-
specific
intelligent fire
management
system

reclaim the
loss of
property

alert the
surrounding
people and
the fire man

redeem
people

What do they HEAR?

what friends say
what boss say

What do they SEE?

environment
friends
what the market offers

it is
compulsory
needed

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

useful
when it
works
properly

long last
battery
usage

inaccurate
notification with
the colour
combination of
fire

Maintaining
batteries

PAIN
fears
frustrations
obstacles

squander
of
properties

quick
emergency
service

GAIN
“wants” / needs
measures of success
obstacles

24/7
monitoring

feel safe
and secure