



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Thinks
about the
change.

Likes to worry
less about the
gas leakage.

Practical and
Sustainable

Wants to be
a part of the
Community.

What do they HEAR?

what friends say
what boss say
what influencers say

Promotion
of device

Information
from the
industrial
experts

Future
plans of
Industrial
Safety.

An accident
at near by
place.

What do they SEE?

environment
friends
what the market offers

A Creative
Environment

Place for
Experiment

Driven to
secure my
own
environment.

Product
eco-friendly

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

When the kitchen
felt unsafe on
account of LPG I
google it to find the
solution.

I need to put
lot of efforts in
taking care of
my kitchen

You have to try it
to understand
how it actually
works.

I'm very much
into
experimenting

PAIN

fears
frustrations
obstacles

Limited range
and don't
have
centralized
monitoring

Only one
gas can be
measured

Heavy dust,
steam may
block the
pores of the
sensor

It measures
toxic gases in
very low
concentrations

GAIN

"wants" / needs
measures of success
obstacles

Harmful
Gas
Detection

Fire Hazard
Prevention

Ensure
worker's
health

Easy to
Install and
cost
efficient