

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

It is difficult to control forest fires when fires spreads more.

How accurate it will detect fires.

It should be a cost effective solution

The response time of corps affects the consequences.



What do they HEAR?

what friends say
what boss say
what influencers say

In daytime prediction of fires by cameras is difficult

Pressure from media to reduce risk of fire.

Hearing more complaints from surrounding people.

economic and ecological damage

Environment fills with smoke.

Intensity of spread

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Fire detected very late

Difficult to detect and predict forest fire

Normal ground based camera not efficient

Exact Location and place of fire is unsure

Preventing crossing vehicles in that area

Alert hospitals for oxygen if medical help required

They alert nearby residents

PAIN

fears
frustrations
obstacles

Loss of habitat and wildlife

Environmental pollution

Economic loss

GAIN

"wants" / needs
measures of success
obstacles

Detecting fires early which reduces damage to environment.

No loss of lives

Reduces efforts to suppress fire