



affect  
peoples

rumours

to use

safer

y

ap to date

wh

# *What do they* **SAY AND DO?**

attitude in public

appearance

behavior towards others

**Faster  
response  
to alert**

**Easy to  
recongize  
the zone**

**User  
friendly**

No proper  
information  
to people

No  
awareness  
among  
people

Does it  
useful for  
people

# *What do they* **THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

Does it

Will it be

Will it be

Will it be

*Wh*

No proper  
information  
to people

No  
awareness  
among  
people

Does it  
useful for  
people

THI

## *What do they* **HEAR?**

what friends say

what boss say

what influencers say

Does it  
affect  
peoples

Lot of  
rumours

Is it safe  
to use

Faster  
response  
to alert

Easy to  
recongize  
the zone

User  
friendly

SA

EL?

Will it be  
safer

Will it be  
trustworthy

Will it be  
up to date

*What do they*  
**SEE?**

environment

friends

what the market offers

?

# PAIN

fears

frustrations

obstacles

**Fear**

**Loss of  
lives**

**Will it be a  
reliable  
product?**

# GAIN

“wants” / needs

measures of success

obstacles

**Faster  
alert**

**Reduce  
death**

**Prediction of  
zone  
containment**

