



# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

- Is it required for my business
- Easy installation anywhere
- Does it work well
- What type of alert it will give

- Can I access it from anywhere
- It's portable
- Is it easy to maintain

# What do they HEAR?

what friends say  
what boss say  
what influencers say

- Is it efficient
- Is it affordable
- Is it worth the money
- What about the quality

# What do they SEE?

environment  
friends  
what the market offers

- Safety
- Better working than normal fire management system
- Hesitance and eagerness
- Sensors to detect any changes in the environment

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

- The vital features: Detecting, Controlling, Monitoring.
- Allows for more control and flexibility
- Inform everyone about safety measures

- More reliable than conventional fire alarm panels when it comes to false alarm
- "Don't worry we have smart fire management system"

## PAIN

fears  
frustrations  
obstacles

- safety measures required
- Lack of knowledge about app
- quick emergency and accurate location

## GAIN

"wants" / needs  
measures of success  
obstacles

- accurate location of fire attack
- Sufficient knowledge regarding fire attack
- safe and secure