

What do they THINK and FEEL?

- 1.Fire has enormous consequences.
- 2.Timely Prevention.
- 3.Effective Fire Management.
- 4.Suppression of fire feels.
- 5.Response Rate.
- 6.To get the attention of authorities.

What do they HEAR?

- 1.Increase the fire safety of your organization.
- 2.Keep your existing system intact.
- 3.Lower your fire safety costs.



EMPATHY MAP

What do they SEE?

- 1.Save on emergency room staff training.
- 2.Keep your freedom of choice.
- 3.Avoid divestment in fire detection systems through one integrated brand-independent fire management platform.

What do they SAY and DO?

- 1.Protecting lives.
- 2.Quick response.
- 3.Effective ventilation.
- 4.Update sensor values.
- 5.Send message through IOT.
- 6.Check for threshold level.

PAINS

- 1.Excessive cost of installation and maintenance.
- 2.Lack of consumer education and awareness.

GAINS

- 1.Emergency response team.
- 2.Approach route.
- 3.Attendance Registration System.