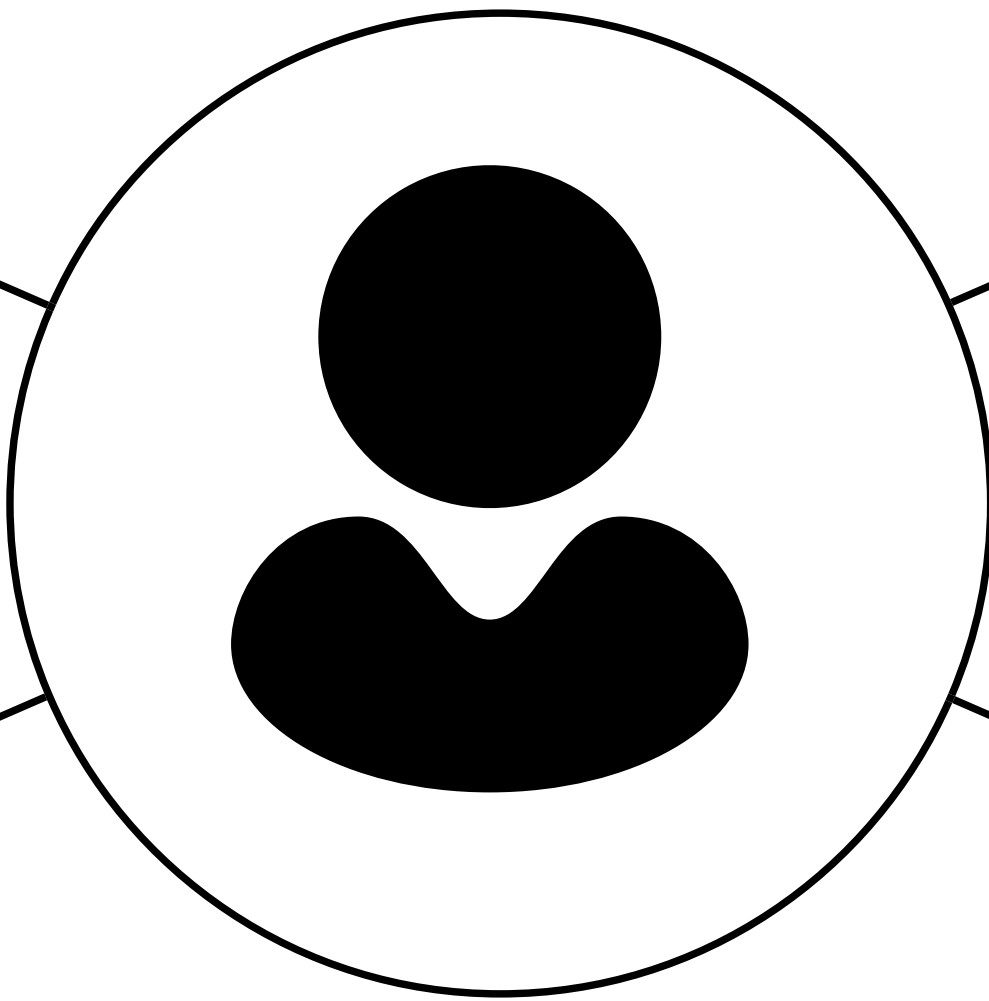


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What kind of precautions that is possible with this solution?

What the solution that manages user thinking?

Will this solution manages all the time?

What do they
HEAR?

what friends say
what boss say
what influencers say

What do our friends say about this solution?

Which thoughts of the people around causes the impacts to find the solution?

What will the people say about this problem statement to others?

Everywhere they speak about the problem solution

The handling of this solution is better

The marketers see a lot of configurations that makes the product reach

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

What do they say about our appearance?

What kind of behaviour they expect?

What they speak about our attitude in the public?

PAIN

fears
frustrations
obstacles

What would be some frustrations that arises?

What kind of fears that arise with this solution to manage?

What kind of challenges and the obstacles would be faced by the audience?

GAIN

“wants” / needs
measures of success
obstacles

Wants a solution to manage the fire easily

Need to find the way to manage the problem

Need to have the set of instructions that is easily available all the time.