

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Need of user
friendly
application

Whether
prediction of
app will be
correct

Changes in
self esteem

Whether
medical
data will be
secured



What do they HEAR?

what friends say
what boss say
what influencers say

Treatment
cost

Effective way
to cure the
disease

To consult
a doctor

Application for
early
detection of
disease

Search for
symptoms

Report
Analysis

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Follow
doctor
advices

Upload details
to get
predictions

Expensive tests
are conducted
to get reports

List pros and
cons of
predictions

PAIN

fears
frustrations
obstacles

Low
security of
data

It present
with anxiety
disorders

Irrational
fear of
getting renal
failure

GAIN

"wants" / needs
measures of success
obstacles

Early
detection of
disease

Flexible and
cost effective
application

Detection can
be done fast
and efficient