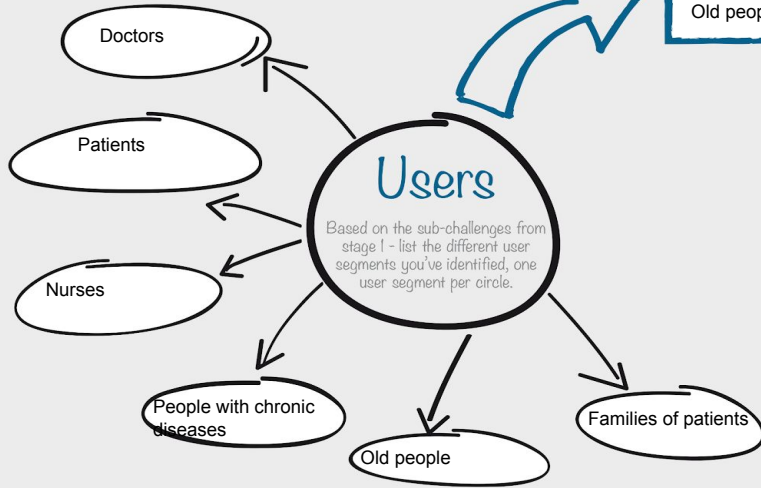


# Identify

Stage 2 - Template 1 out of 3



## Your main user segment

Old people

## New insights about your user

Data points from expert interviews and online research.

We target old people (65 years or over) who live alone or with a caregiver - a family member or a nurse-in home or in elderly home.

They do not have struggles in movement but they prefer to stay at home and do their checkups there.

They may suffer from chronic diseases as heart disease, stroke or balance disease.

They have a supervising doctor on his case for regular checkups.

