

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Whether the prediction is right or wrong?

Whether it is a cancer?

Unhappy

Anxious

Lot of Dermo Apps Available in the market

Wrong Opinions

Misguided Information

Apps with less accuracy rates

What do they
SEE?
environment
friends
what the market offers

What do they
HEAR?
what friends say
what boss say
what influencers say

Lack of precautionary suggestions

Visiting Dermatologist after crossing initial stages

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

Paying high amount for Dermo Apps

Fails to recognize skin disease at initial stages

False Information

PAIN
fears
frustrations
obstacles

Fear

Misguided

Lack of awareness

GAIN
"wants" / needs
measures of success
obstacles

High Accuracy

Cost Efficient

Easy to use

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