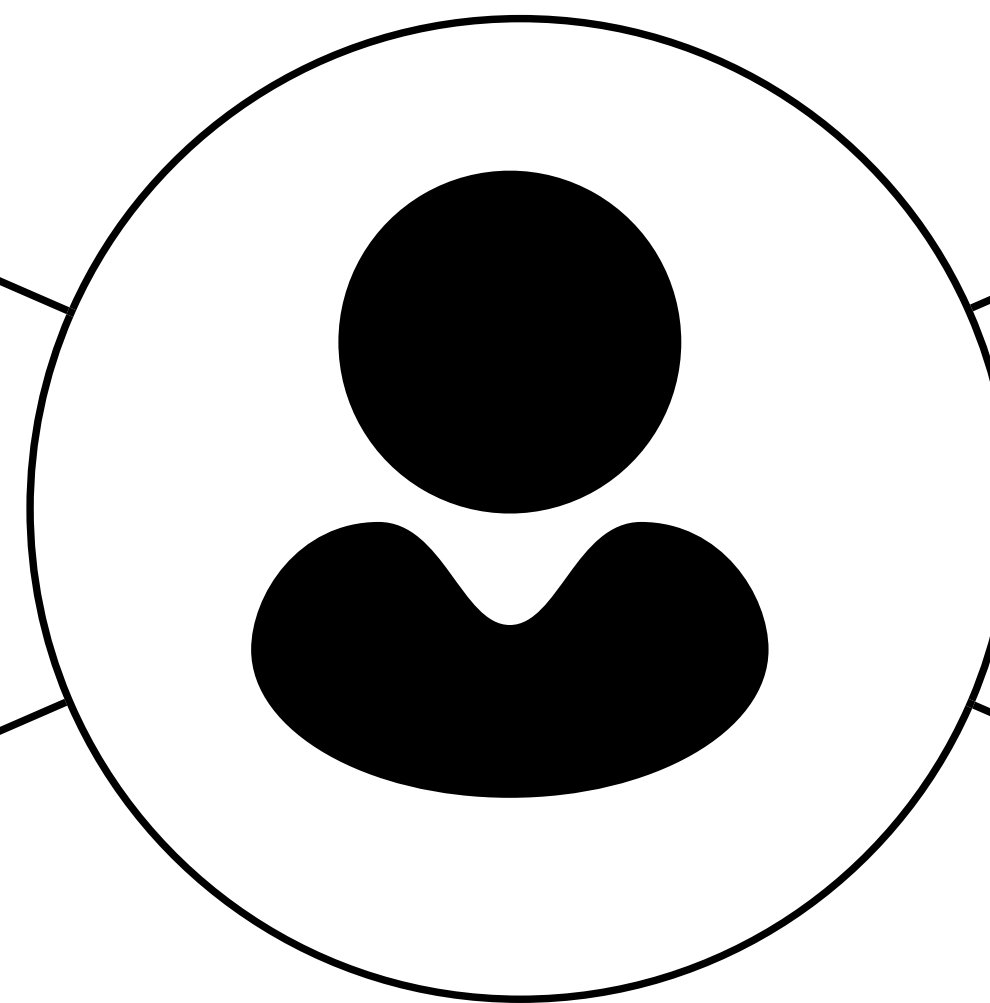


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

I want the patients not to be disturbed at any way.

I wish this design to be easily usable by the patients at low cost.

I need the design to be easily accessed.

The symptoms of arrhythmia not detected by ECG signal can even be detected using this design.

The response rate is lesser with reduced memory.

Faults can be easily detected within minutes

The small false can be corrected even with no enough knowledge.

Simpler code and makes rectification easier.

Eco-friendly with long durability

"AI makes your life Hi-Fi"

"Detector and Monitor"

"Life saver and risk free"

PAIN

fears
frustrations
obstacles

Significant burden on clinicians who are expected to interpret indeterminate results.

Low diagnostic yield.

Poor ability to characterise arrhythmic events.

GAIN

"wants" / needs
measures of success
obstacles

Available direct to consumers.

Better patience compliance.

May improve time to diagnosis.