



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Is it malignant or benign?
- Why is it itchy?
- Should I consult a doctor?

- Stressful and irritating.
- Embarrassed to share.
- What might be the cause?

What do they HEAR?

what friends say
what boss say
what influencers say

- Were you in close contact with someone infected?
- Being bullied for the skin disorders by some friends.
- Visit a dermatologist.

- Adevertisements related to skin disease treating products.
- skin clinic suggestions
- Product suggestions from friends.

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- Maintain distance from others.
- Restricts personal products to themselves.

- Asks suggestions from thier closed ones.
- Tries to hide the infection.

PAIN

fears
frustrations
obstacles

- Feared to the judgemental society.
- Frustration caused from frequent appointments for the treatment.
- Not able to lead a routine life and that leads to financial issues also.

GAIN

“wants” / needs
measures of success
obstacles

- need a specialized doctor for the particular disease.
- Constantly cleaning the affected part with clean water.
- Regular follow-ups with the prescribed medications.