

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Avoid
unnecessary
risk and
serious illness

Forgetting
things easily
and it is
annoying at
times

Frustrated
insecure

Does the
medication
intimator really
remind us at the
right time ?

What do they HEAR?

what friends say
what boss say
what influencers say

Alarm cue
to prompt
users

Activate or
deactivate the
notification
accordingly

Life
saving,money
saving and
time saving

Largest
shareholder
segment as per
the product type
outlook

Increasing
government
initiatives to
support research
activities

Rising
awareness

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Medication non
adherence is
the common
problem

Setting
alarms are
tedious
work

Avoid retake
the same
medicine 2 to
3 times

PAIN

fears
frustrations
obstacles

Need for
initial
investment

Privacy and
data
security
concerns

Lack of
clinical
evidence

GAIN

"wants" / needs
measures of success
obstacles

Serve as a good
way to stay on
track and uphold
an appropriate
shedule.

promoting
social
inclusion

possible
healthcare
savings for
the society