



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Dizziness,
Stiff
muscles

Experience
dementia
and thinking
difficulties

It could be
cured if
disease is
detected
earlier

Whether
prediction
of app will
be correct

Need of
user
friendly
application

whether
medical
data will be
secured

Fake
sympathy

Search for
symptoms

Report
Analysis

Application
for early
detection
of disease

Check on
medications

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Login to app
and upload
image to get
predictions

Take
medications
and follow
doctor
advices

Expensive
tests are
conducted to
get reports

Interactive
forums

List pros and
cons of
various
options to
get cure

Get
depressed

What do they HEAR?

what friends say
what boss say
what influencers say

Treatment
cost

Reports
need to be
maintained
correctly

To consult
a doctor

Effective
way to
cure the
disease

Motivating
words and
music to
calm

PAIN

fears
frustrations
obstacles

Fear of
Type II
error
prediction

Abnormal loss
of neurons and
reduce
dopamine level

Low
security of
data

GAIN

"wants" / needs
measures of success
obstacles

Early
detection
of disease

Detection can
be done fast
and efficient
in easy way

Flexible
and cost
effective
application