

What do they
THINK AND FEEL?

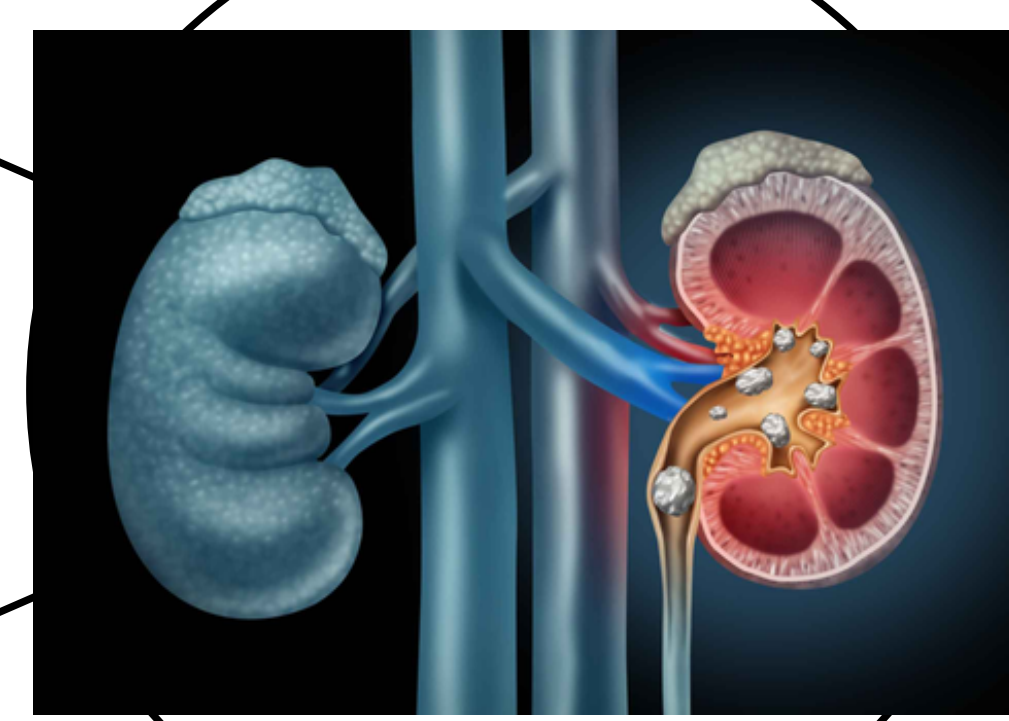
what really counts
major preoccupations
worries & aspirations

Need of user friendly application

Whether prediction of app will be correct

Changes in self esteem

Whether medical data will be secured



What do they
HEAR?

what friends say
what boss say
what influencers say

Treatment cost

Effective way to cure the disease

To consult a doctor

Application for early detection of disease

Search for symptoms

Report Analysis

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Follow doctor advices

Upload details to get predictions

Expensive tests are conducted to get reports

List pros and cons of predictions

PAIN

fears
frustrations
obstacles

Low security of data

It present with anxiety disorders

Irrational fear of getting renal failure

GAIN

"wants" / needs
measures of success
obstacles

Early detection of disease

Flexible and cost effective application

Detection can be done fast and efficient