

# 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

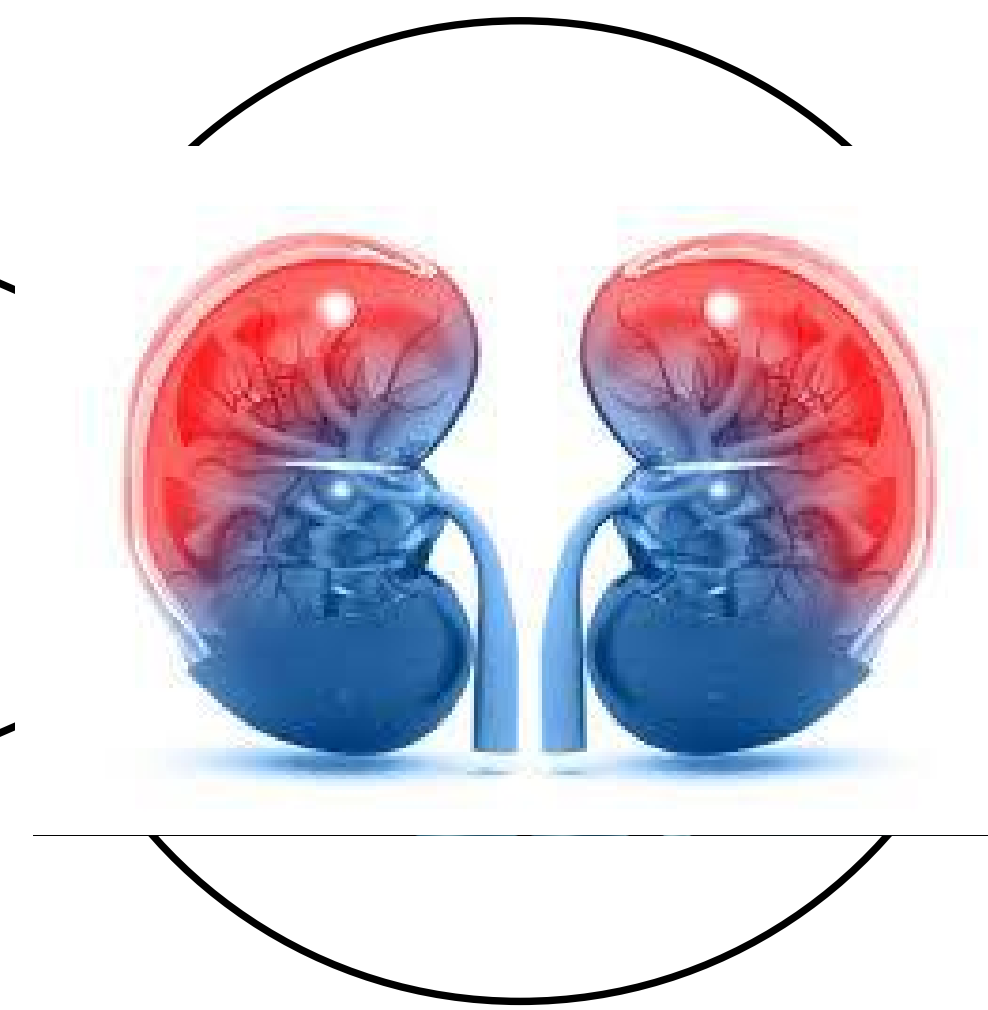
## What do they HEAR?

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