



**What do they HEAR?**

what friends say  
what boss say  
what influencers say

Peoples  
wow  
reaction

How  
efficient than  
others

Complexity  
of  
maintenance

The upfront  
cost

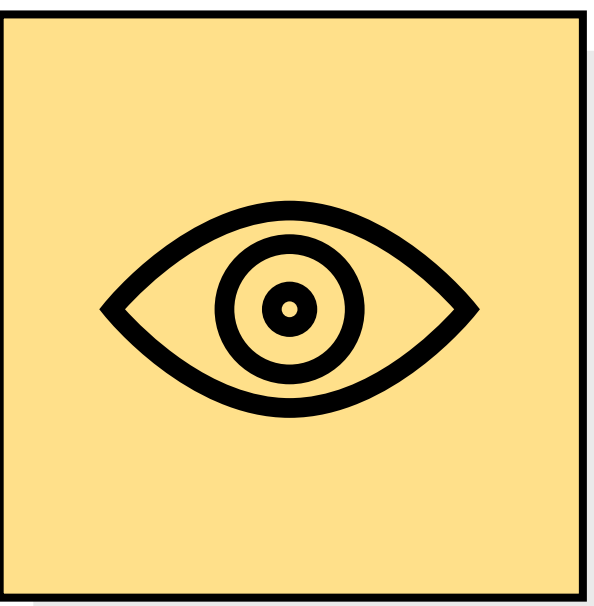
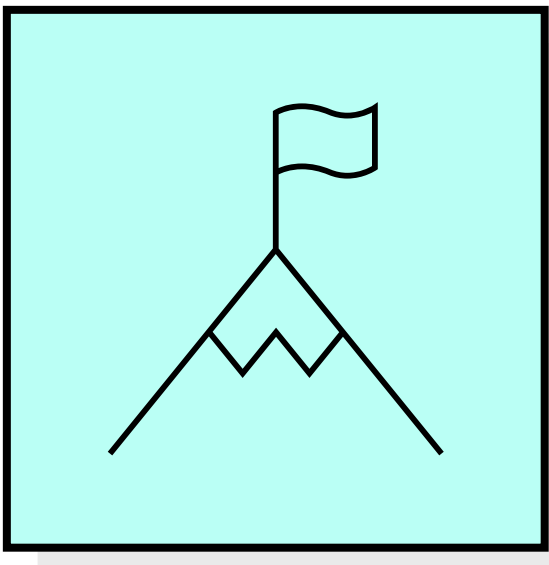
Prevention  
of human  
lives

Improving  
the health

Prevent from  
risks of  
infection

Making this  
project is  
more useful  
and important

**What do they THINK AND  
FEEL?**  
what really counts  
major preoccupations  
worries & aspirations



**What do they SEE?**

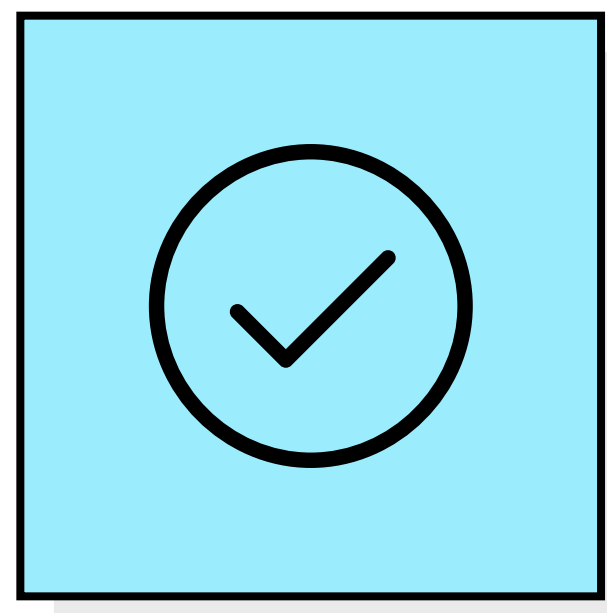
environments  
friends  
what the market offers

Controlling  
the skin  
disease

Superiority  
of ideology

Innovation in  
classification

To predict  
early



**What do they SAY AND DO?**

attitude in public  
appearance  
behaviour towards others

24x7  
availability

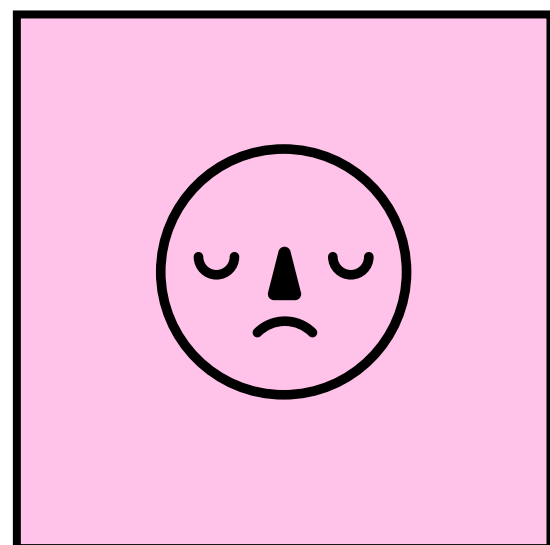
Checking  
with worst  
cases

To achieve  
innovation  
and novelty

Digital  
assistance of  
project idea

**PAINS**

fears  
frustrations  
obstacles



High cost  
efficiency

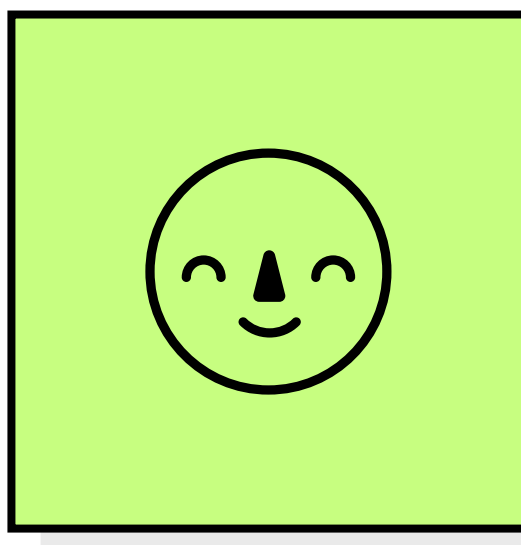
Unstable  
efficiency  
level

Maintenance  
cost is high

Complex  
algorithm

**GAINS**

"wants"/needs  
measures of success  
obstacles



To be aware  
of skin  
diseases

Digital  
assistance

Zero risks

It helps to  
conserve the  
human  
health