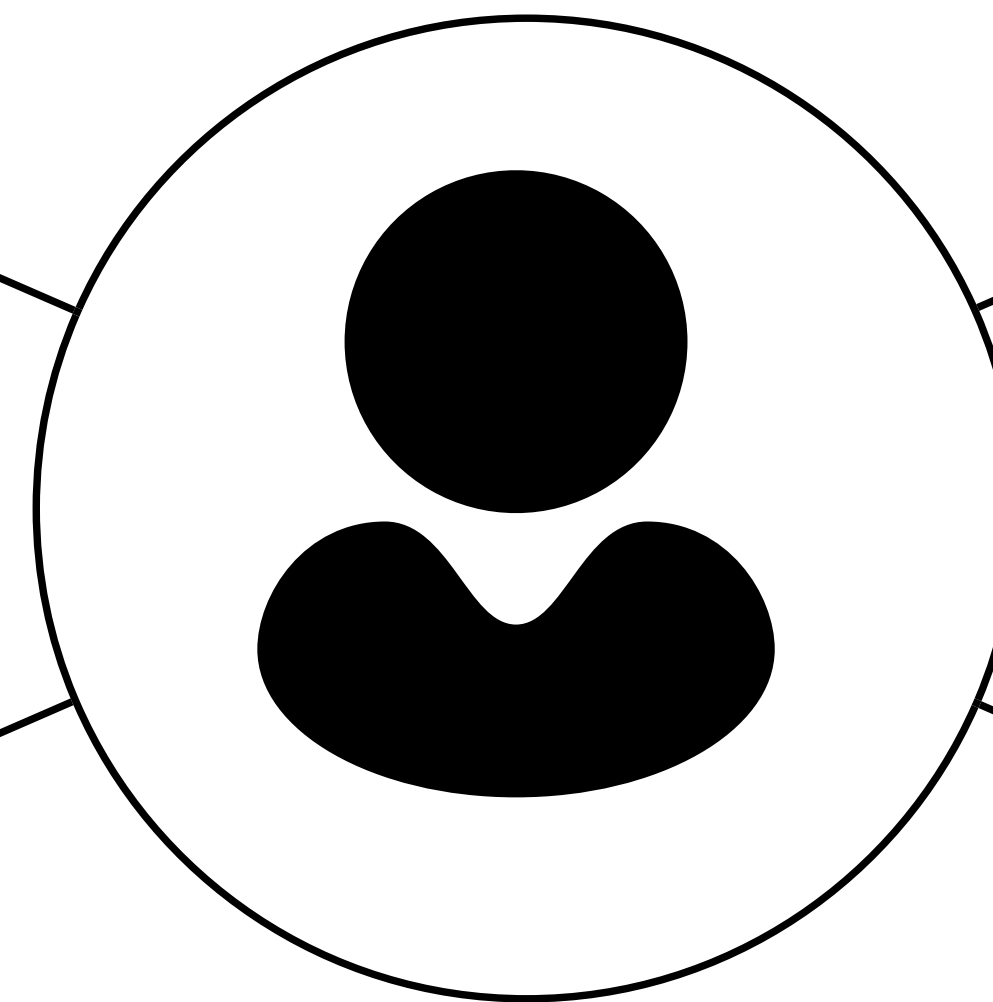


# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



PROPER  
CAPTURING  
OF  
GESTURES

PROPER  
INTRPRETATION

EFFICIENCY  
OF THE  
MODEL

## What do they HEAR?

what friends say  
what boss say  
what influencers say

EXISTING VOICE  
CONTROL IS  
NOT MUCH  
EFFICIENT DUE  
TO NOISE

NEED FOR MORE  
EFFICIENT WAY OF  
COMMUNICATION  
WITH THE  
COMPUTER

MAINTAINING  
STERILITY IN THE  
HOSPITALS HAVE  
BECOME A MOJOR  
CONCERN AFTER  
COVID-19

DOCTORS

SURGICAL  
INSTRUMENTS

OPERATING  
ROOM

## What do they SEE?

environment  
friends  
what the market offers

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

IMPROVED  
USER  
EXPERIENCE

EASIER  
COMMUNICATION  
WITH THE  
COMPUTER

MAINTAINING  
STERITY IN  
MEDICAL  
FIELD

## PAIN

fears  
frustrations  
obstacles

PROPER  
MANIPULATION OF  
DATA BEACUSE ANY  
FAULT MAY LEAD TO  
DELAY IN THE  
OPERATING ROOM  
WHICH IS DANGEROUS

LACK OF  
EFFICIENCY  
ALSO LEADS  
TO LOSS OF  
LIVES

IMPROPER  
INTERPRETATION  
OF THE GESTURE  
CAN CAUSE  
ISSUES

## GAIN

"wants" / needs  
measures of success  
obstacles

TIME  
EFFICIENT

SUITABLE FOR  
HOSPITABLE  
ENVIRONMENT

MAINTAINS  
STERILITY