

OPERABLE

EXCITED

What do they THINK AND FEEL?

What really counts major
preoccupations
worries & aspirations

HELPFUL

INNOVATIVE

What do they HEAR?

What friends Say
What boss say
What influences say

**EFFICIENT
USAGE OF
RESOURCES**

**DOCTORS
ATTEND
CRITICAL
PATIENTS
WITH
PRIORITY**

**PRECAUTION
FOR
CRITICAL
CONDITIONS**

**SAFETY
MEASURES**



Type something

What do they

SAY AND DO?

attitude in public appearance
behaviour towards others

**ATTEND
PATIENTS
ON TIME**

**AVAILABILITY
USABILITY**

What do they SEE?

Environment
Friends
What the market
offers

**SMART
HOSPITAL
MANAGEMENT**

**RAPID
DIAGNOSIS
&
PREVENTION**

**PATIENT
DISEASE
TRACKING**

PAIN

Fears
Frustrations
Obstacles

**REQUIRES
HUGE
STORAGE**

**CHANCE
OF
SECURITY
BREACH**

CENTRALIZED

**REDUCING
MEDICAL
ERRORS**

**IMPROVES
PATIENT
DISEASE
MONITORING**

**EFFICIENT
USE OF
HOSPITAL
RESOURCES**

GAIN

"wants"/ needs
measures of success
obstacles