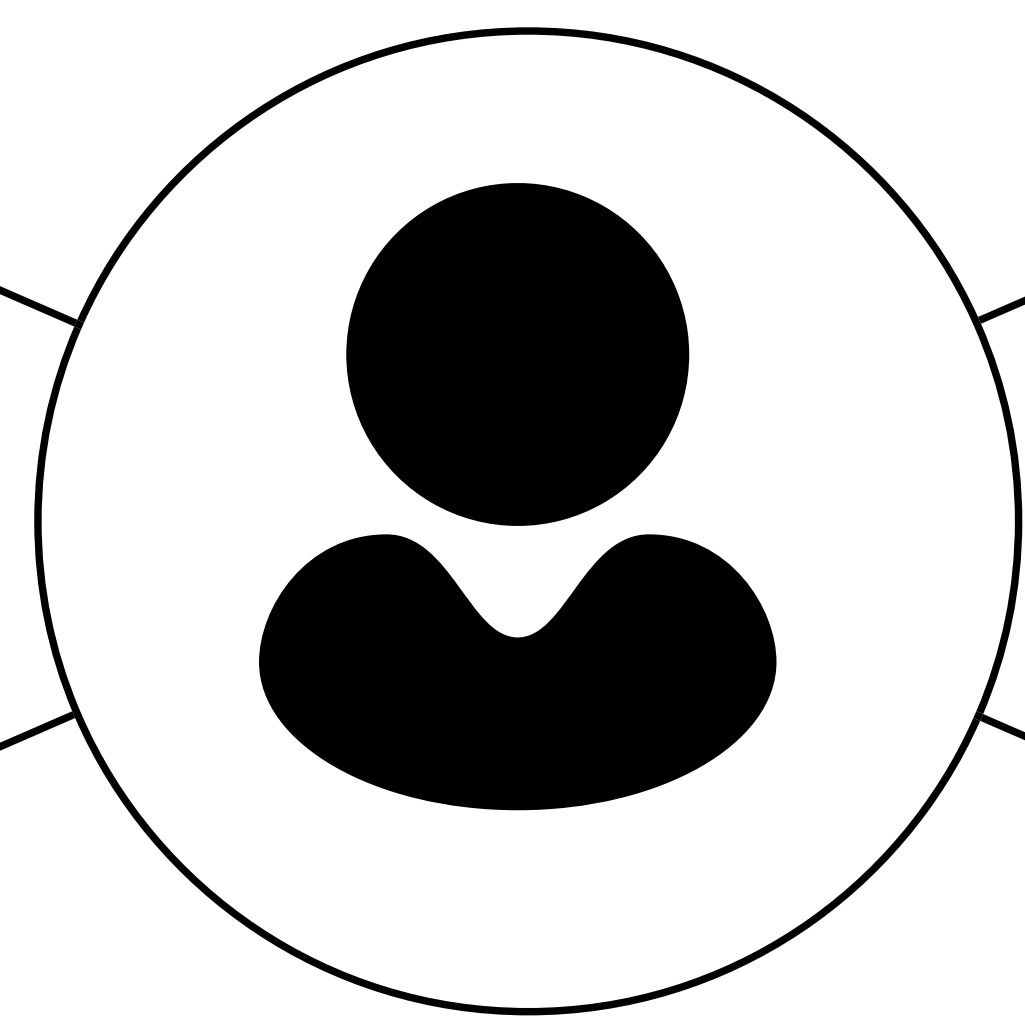


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



- Satisfied with the prediction
- Helpful and Interactive
- Understandable visualization

- Inappropriate and Inaccurate
- Accuracy of prediction will not match the expectation
- Valuable

- Unhealthy lifestyle reason for heart disease
- Heart disease estimation
- Interactive dashboard

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- Do not chip in
- Contradiction
- Research

**PAIN**

fears  
frustrations  
obstacles

- Understanding the interactive dashboard
- Whether the prediction is accurate enough
- Doubtful about the outcome

**GAIN**

"wants" / needs  
measures of success  
obstacles

- Accuracy of prediction
- Knowledge on heart disease prediction
- Helpful Interactive dash board