

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Will the  
analysis  
lead me to  
the goal?

Will identify  
the patterns  
and  
connections?

How much  
resource  
does it  
makes?

What data  
should be  
stored?



# What do they SEE?

environment  
friends  
what the market offers

Enhanced  
certifications  
for the  
medical  
approach.

The huge  
records of  
hospital and  
healthcare  
data.

Treatment  
diseases  
diagnosis  
data of  
patients.

Quick access  
to a persons  
data.

To keep the  
data more  
secure.

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Make  
Predictions.

Create  
multiple  
visualizations.

Understand  
the dataset.

The data should be  
secure and  
algorithms used  
should be efficient  
to prevent data  
corruption.

The  
predicative  
analytics is  
more  
complex.

Useful for  
future  
healthcare.

Will the  
results be  
accurate?

Is the given  
data is  
sufficient for  
analyzing?

# What do they HEAR?

what friends say  
what boss say  
what influencers say



## PAIN

fears  
frustrations  
obstacles

Designing  
appropriate  
analytical  
tools.

Keeping the  
huge date  
secure.

Lack of  
empathy in  
patient and  
doctor  
interaction.

## GAIN

"wants" / needs  
measures of success  
obstacles

Making proper  
and repeated  
analysis to get  
more  
appropriate  
information.

Efficient  
Hospital  
Management.

Makes people  
aware of the  
public health  
and  
keep them  
healthy.