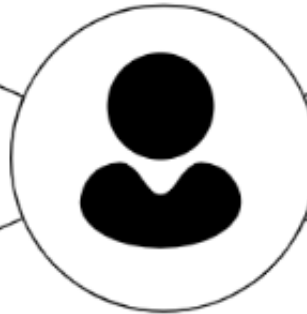


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Is this
accurate
?

Does this
substitute
medical
diagnosis?

Should we
pay for a
predictive
service?

What do they HEAR?

what friends say
what boss say
what influencers say

Less used;
luxury

Futuristic
product

Must have
for health
reasons

Accurate
Reports

Prediction
and
visualization

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Share
experie
nces

Discuss
insights
with Dr

Recomm
end/disc
ourage

PAIN

fears
frustrations
obstacles

Money
wastage
worry

Interp
reting
charts

Privacy
concern
s

GAIN

"wants" / needs
measures of success
obstacles

Low cost
med
support

Regular
insights

Self
reliance