



# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

user  
friendly  
application

Excited

usefulness  
of the  
application

Project  
outcome

Our  
creativity  
and ideas

learn about  
Arrhythmia

# What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

how do we  
classify  
Arrhythmia?

Based on  
irregularities  
in the  
heartbeat

# What do they HEAR?

what friends say  
what boss say  
what influencers say

It is really  
helpful

Enhancement

classification  
of ECG

## PAIN

fears  
frustrations  
obstacles

classification  
and analysis  
takes more  
time

Complex  
implementation

experts are  
required

## GAIN

"wants" / needs  
measures of success  
obstacles

Useful for  
our society

Knowledge  
gaining

Experience