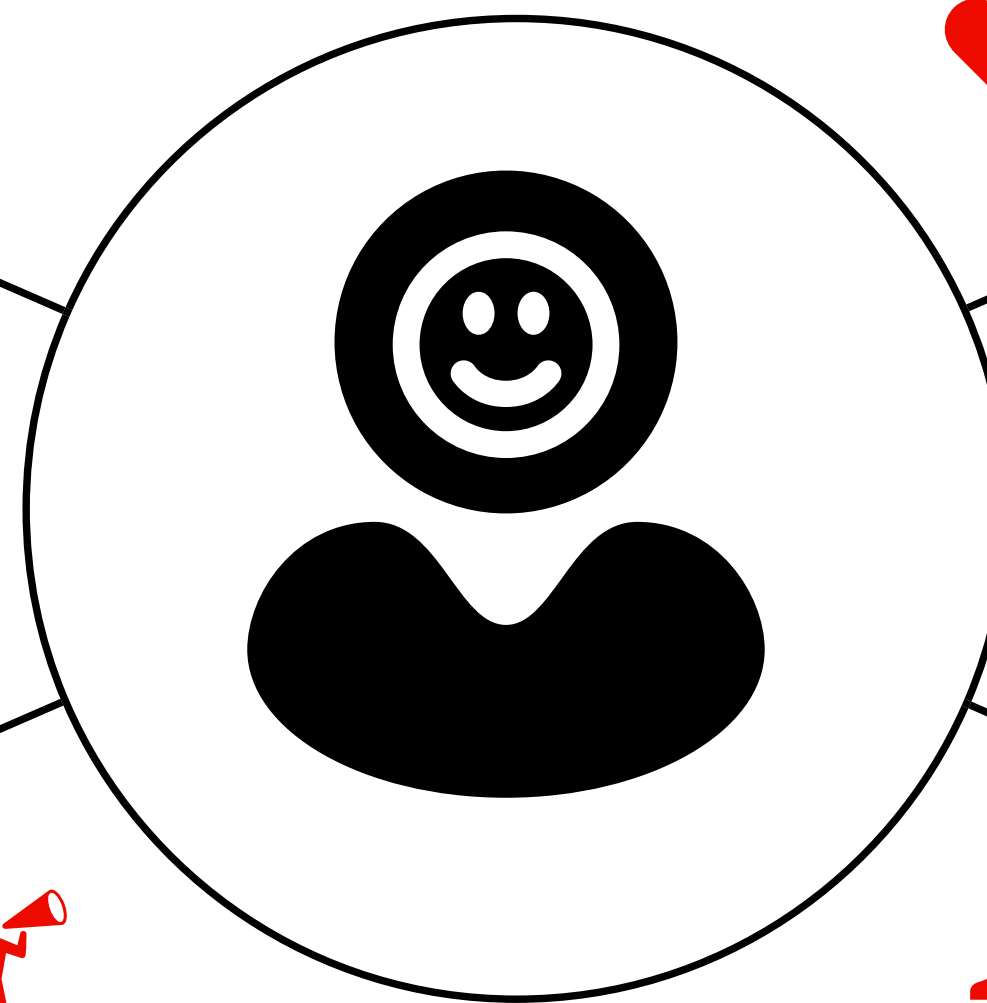


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

precaution

Preventing
from
impact

Health
complications

Nip in the
bud

Put the stop
to
consequence

Saving
lives

Reducing
risk factor

Yo can
access it
anywhere

Anybody
accessed
this?

Cost affair

If it works?

Aid from
heart
disease

Acknowledged
process

Very
accurate

Collective
datas

Guarding
from high
risk

Avert from
kidney
disease

Early
monitoring

Clear
interpretation

Makes the
solution

More
analyse

Asks
doctor

Initiative
effective
treatment

PAIN

fears
frustrations
obstacles



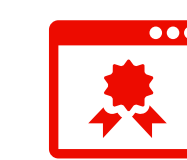
Reliability

loss of faith

Panic

GAIN

"wants" / needs
measures of success
obstacles



To ward
peoples life

Satisfaction

Justifications