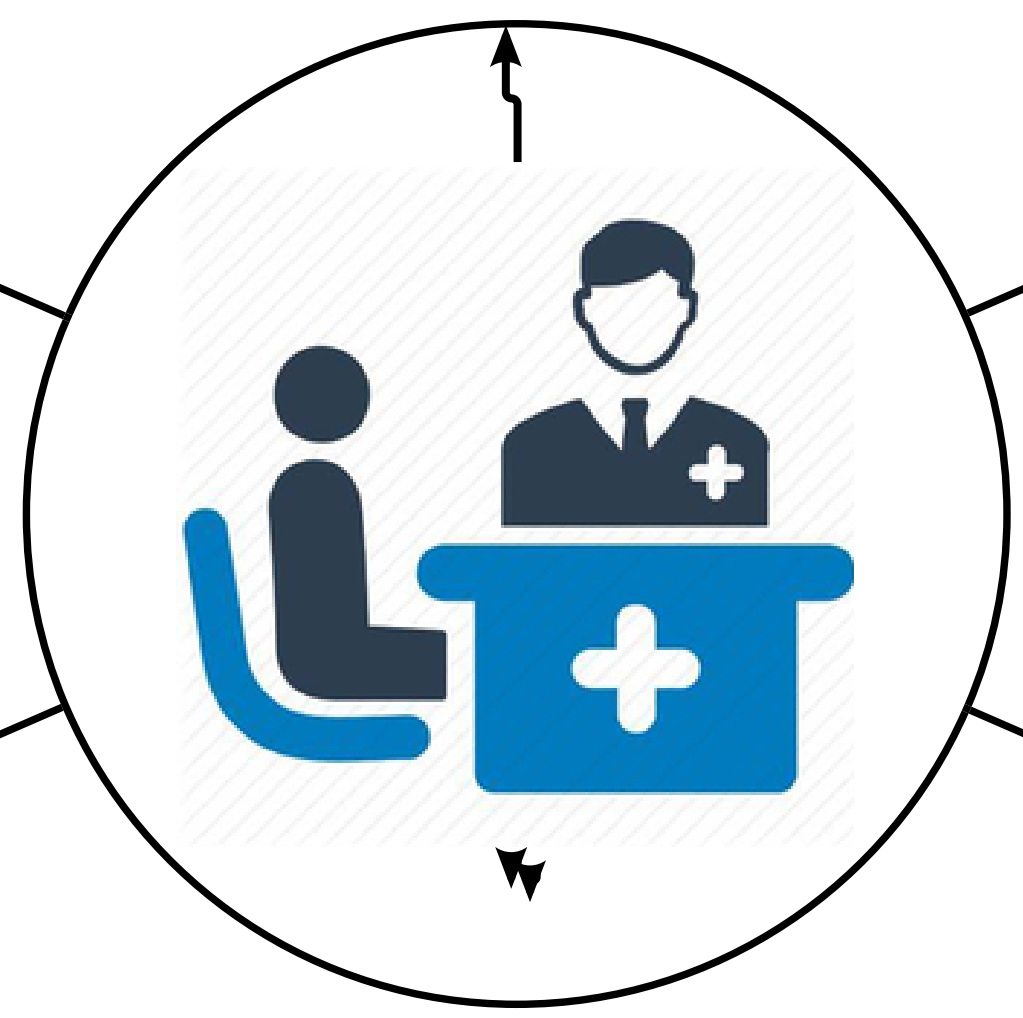


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- What can I contribute to make the model better?
- Can the affected people be identified early?
- Is the collected data enough for accurate diagnosis?

- What am I missing?
- How can I believe the model?



What do they
SEE?

environment
friends
what the market offers

- Accuracy of the diagnosis
- Pros and cons
- Effects of early diagnosis

- Will the diagnosis be reliable?
- What are the effects of the errors in the diagnosis
- Is this the best way to improve the existing methods

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

- Compares different diagnosis techniques
- Understands the patients
- Understands the data required

- Early diagnosis and treatment is important
- Advantages compared to other diagnosis methods

PAIN

fears
frustrations
obstacles

- Need to increase accuracy to avoid misdiagnosis
- Creating trust in people using it
- Sufficiency of the collected data

GAIN

"wants" / needs
measures of success
obstacles

- Time efficient solution
- Easy to use
- Early diagnosis for effective treatment