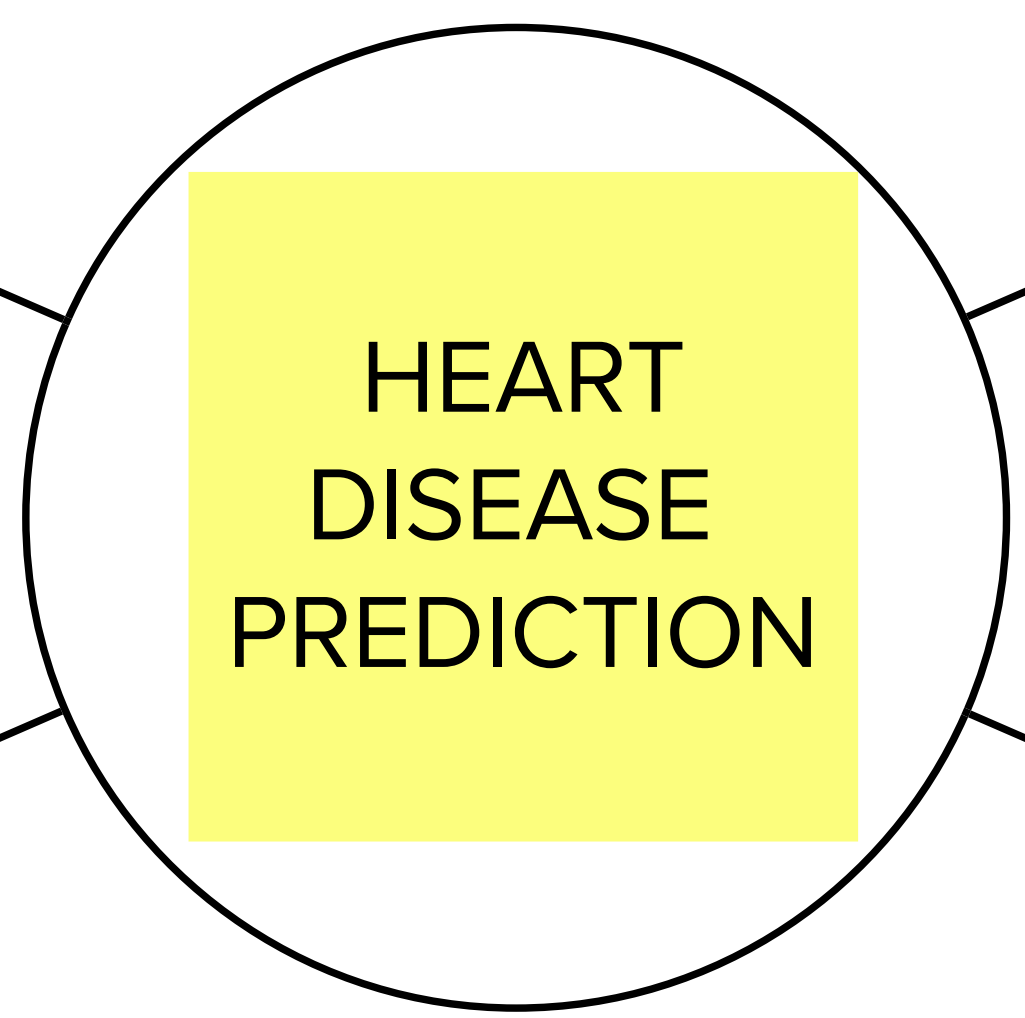


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Legal Issues in
case of
misprediction

Is It
authorized?

Success Rate

Are the
medical
records
accurate

What do they
HEAR?

what friends say
what boss say
what influencers say

Accurate and
Inaccurate
results at
random

Suggestions
from real
doctors

Lack of
authorization

What do they
SEE?

environment
friends
what the market offers

Graphical
visualization
of user's
medical data

Unique
Dashboard
to upload
data

Analysis of
patient's
medical
history

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Cause of
heart
disease

Analyzing day
to day
harmful and
useful actions

Impact on
treatment of
patient after
prediction and
analysis

Regular
Research
updates

PAIN

fears
frustrations
obstacles

Access to
sensitive
medical dat in
case of a
breach

Bitter
incidents in
case of
inaccurate
predictions

Inadequate
and raw
data

Healthcare
system
goes down

GAIN

“wants” / needs
measures of success
obstacles

Predict
diseases at
an early
stage

Saves a
fortune
spent for
diagnosis

Eliminate
disease
rather easily

Detailed
visualization
of medical
data