



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

good to
prevent from
gems
infections

it perfectly
useful to
make
recovery

it access if
the doctor
get ready

it check room
requirements

is it possible
to take less
time?

can it take
less time?

what is
maximum area
covered to treat
patient?

person need
any safety
requirements?

can it
monitor the
patient
continously?

it able to
fix in ICU

less time

What do they
SEE?

environment
friends
what the market offers

eco
friendly

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Test
stability

test
working
ability

test quality

operate by
anyone

What do they
HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

can it
able operate
itself?

can it
show correct
result?

can it
consume
low power?

GAIN

"wants" / needs
measures of success
obstacles

quick
processing

lower risk

saftey

ease to
access

self acting
tool

low cost