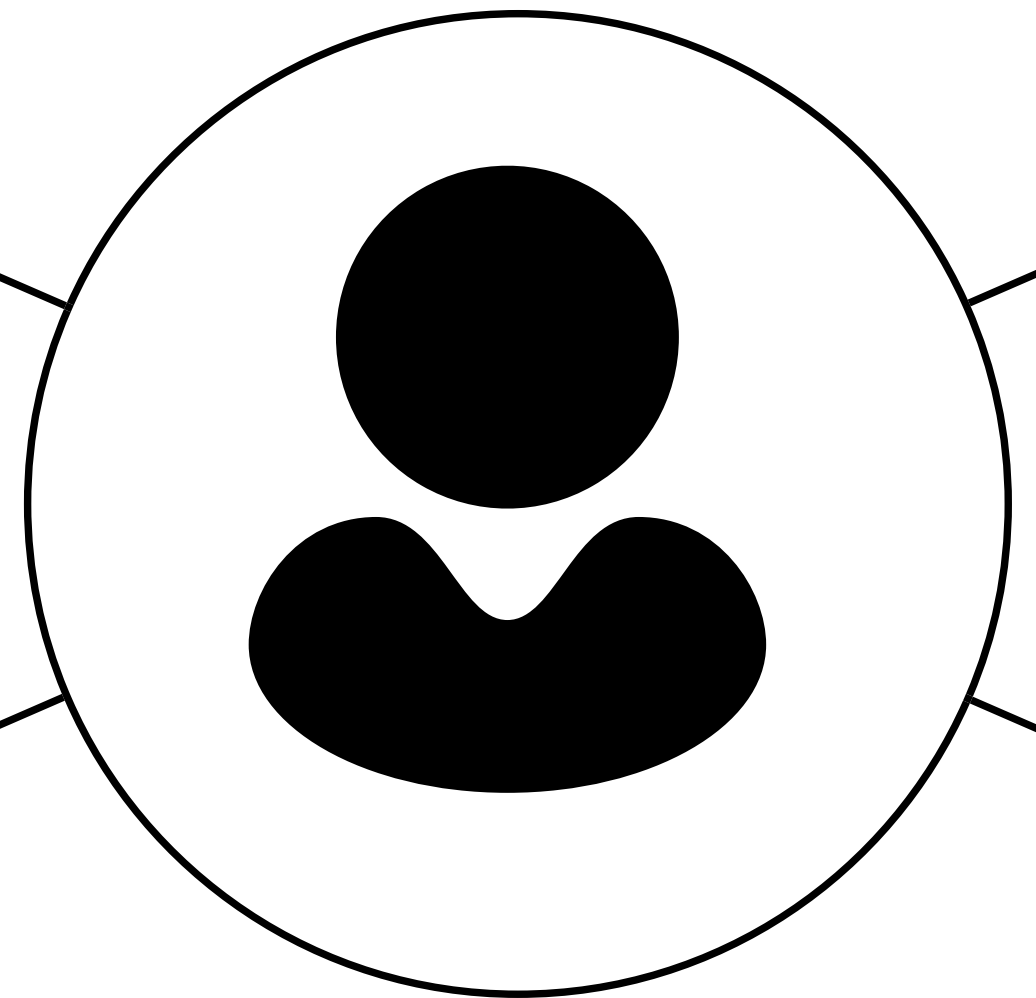


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



- Can we really predict heart attacks and strokes?
- A step towards a better future
- Hope it works well

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- we could rather visit a doctor
- we could provide a detailed report
- the public would trust healthcare professionals better

*What do they*  
**SEE?**

environment  
friends  
what the market offers

- fast paced world - people don't invest time for health
- travels for and queues in hospital causing delay
- hospitals and online services for interpreting medical graphs

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- "I like the User Intreface"
- "Easy for even the old people to use the predictor"
- "I would recommend it for you"

- Encourage others to use the predictor
- Consult doctor based on the predicted result

**PAIN**

fears  
frustrations  
obstacles

- How accurate is the predictor?
- How safe is my personal records?
- What if I forget to update my health status regularly?

**GAIN**

"wants" / needs  
measures of success  
obstacles

- Early detection of heart disease, if any
- Monitoring the heart health consistently
- Cost effective