



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Is it really accurate?
- Chance of misusing my collected data

- Feedback and suggestions from Doctors and Clinical experts
- From where you will get the clinical data?
- Quick Prediction

- Good and Bad Critics
- User friendly
- If the clinical data is sufficient for this disease?

What do they
SEE?

environment
friends
what the market offers

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

- Discussion with patients
- Reading medical research paper and clinical reports
- Compare with other disease prediction software

PAIN

fears
frustrations
obstacles

- May give wrong predictions sometimes
- Doesn't care about the sensitivity of the user

GAIN

"wants" / needs
measures of success
obstacles

- Saves Time
- Home based detection of disease
- Sucessful detection