

*What do they*  
**THINK AND FEEL?**  
what really counts  
major preoccupations  
worries & aspirations

Oblivion  
Down

Unattractive  
Loneliness

Insecure  
Frustrated

There is an iot  
robot which  
speak to take  
medicine

User  
friendly

Cost  
efficient

Oblivion to  
take  
Medicine

Forget to  
take  
Medicine  
on time

illness

*What do they*  
**SEE?**  
environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**  
attitude in public  
appearance  
behavior towards others

I want to do  
this but, I  
can't do this  
alone

I have to  
set my  
Medicine  
remainder

Buy a robotic  
iot machine for  
giving medicine  
on time

**PAIN**  
fears  
frustrations  
obstacles

The ability to  
add medicine  
intermediate

Probability of  
Silence the  
speech of IOT  
Device

Probability  
of Time  
delay to  
Medicine

**GAIN**  
"wants" / needs  
measures of success  
obstacles

Become  
aware

Active  
participation  
to the Senior

Self acting -  
tool

*What do they*  
**HEAR?**  
what friends say  
what boss say  
what influencers say

**Personal  
Assistance  
for Seniors  
Who are Self-  
Reliant**