



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

- Cause skin irritation and allergy
- Affect mental health
- Discoloured skin patches
- Cause infection and inflammation
- proper skin care needed
- Proper hygiene should be maintained
- Prior knowledge about skin infections required

## What do they HEAR?

what friends say  
what boss say  
what influencers say

- cost efficient
- user friendly and time saving
- High accuracy rate
- Easy to use and access
- Earlier detection helps to take precautions

## What do they SEE?

environment  
friends  
what the market offers

- Detect disease just from infected skin image
- Provides knowledge for prior treatment
- Sleek user interface
- computer based diagnosis

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

- will it predict the correct skin disease?
- does the interface is obvious ?
- is this secure to use?
- is it expensive?

## PAIN

fears  
frustrations  
obstacles

- inaccurate prediction cannot be avoided in case of a human error
- unclear image capture may lead to wrong predictions.
- Noisy data or presence of outlier may degrade the performance of algorithm.

## GAIN

"wants" / needs  
measures of success  
obstacles

- Rapid method for identifying the skin disease
- Detailed explanation and suggestion are specified
- Algorithms used here are flexible and easy to implement