

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Will it be a
Skin
Cancer?

Is that
curable?

Will people
avoid me
due to this?

May
develop
Inferiority
Complex.

What might
be the reason
behind the
disease?

It should
be cured at
any cost.

What do they
HEAR?

what friends say
what boss say
what influencers say

Consult a
Dermatologists

Early
consultation will
make it easier to
treat the illness.

Technology and
health care
advancements will
aid in the
treatment of
sickness.

Advertisement
of the Skin
Clinic

Advanced
Treatment

Friend's
suggestion
about Clinic

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Advises
others to
Maintain
Distance

Ask for
suggestion to
Cure the
disease with the
closed ones

May try to
avoid people
due to
Inferiority
Complexity

Try to hide
the
Infection
area

PAIN

fears
frustrations
obstacles

Fears if the
disease will
be cured

Fears if
people would
stop talking
to them

Mental
Fear of
being
Judged

GAIN

"wants" / needs
measures of success
obstacles

Wants the
disease to
be Cured

Rapid
Means of
curing the
illness

Should got
to
consultatio
regularly