



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Nervous to  
asking  
somebody  
multiple times  
about medicine

Helpless  
when no  
caregiver is  
around to  
assist

Unsure and  
confused  
about  
medicine

Why should i  
continue  
when i am  
feeling better

Forgot my  
medication  
during  
travel

Being  
comfortable  
to talk about  
my  
medication

Feeling  
organized  
and healthy

A proper list  
showing  
medicines  
details in a  
prescribed  
manner

Effective sound  
notification  
alert to remind  
my medicine

Feeling  
control of  
medication

Get an alert  
that my  
medication  
is low

Looking up  
reviews on  
certain  
medicine before  
taking them

Taking  
medicine  
on daily  
basis

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Not bothered  
about consuming  
medicines in  
unprescribed  
manner  
sometimes

Not to skip  
medicine due to  
improper  
medicine  
restocking  
systems

A better way  
to organize  
multiple pills

Missing my  
medicine as  
medicine  
was not  
refilled

To get  
update on  
my family's  
medication  
track

Forget to  
take  
medicine

Recalling  
medicine  
names are  
painful

## What do they HEAR?

what friends say  
what boss say  
what influencers say

## What do they SEE?

environment  
friends  
what the market offers

## PAIN

fears  
frustrations  
obstacles

Poor  
organization  
of storing  
medicine

Uneasy  
access to  
caregiver

Memory loss,  
forgetting to  
complete  
task

Health is not  
as good as  
before worry  
about  
accidents

## GAIN

"wants" / needs  
measures of success  
obstacles

Find confident  
in filled detail  
for alert by  
getting it  
verified

Remember  
tasks in  
daily life

Live  
independently  
and happy

My health  
issues  
under my  
control