



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Single place
for taking
correct
medicines at
correct time

Missed my
medication
what to do
next?

Hearing from
doctor, misses
medicine-life
risks

Threatening
problems
due to
missed
medication

Hearing from
people about
Mobile
medication
remainder

Seeing how
people forget
to take
medicines?

Seeing people
more suffer for
not taking
medicines
properly

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

Personal
remainders
from family


Paying more
for missing
medications

Forget to
take med
kit while
traveling

Skipping
medicines

PAIN

fears
frustrations
obstacles

Not taking
medications
as
prescribed

Not familiar
with the
medications

Not taking
medicines
at correct
time

GAIN

"wants" / needs
measures of success
obstacles

Alerts
remind to
take proper
medication

Medicines
at correct
time.

Reminds
about the
medecines
there or not