



VectorStock

Sadness

anger

Fear

Psychological  
issues

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



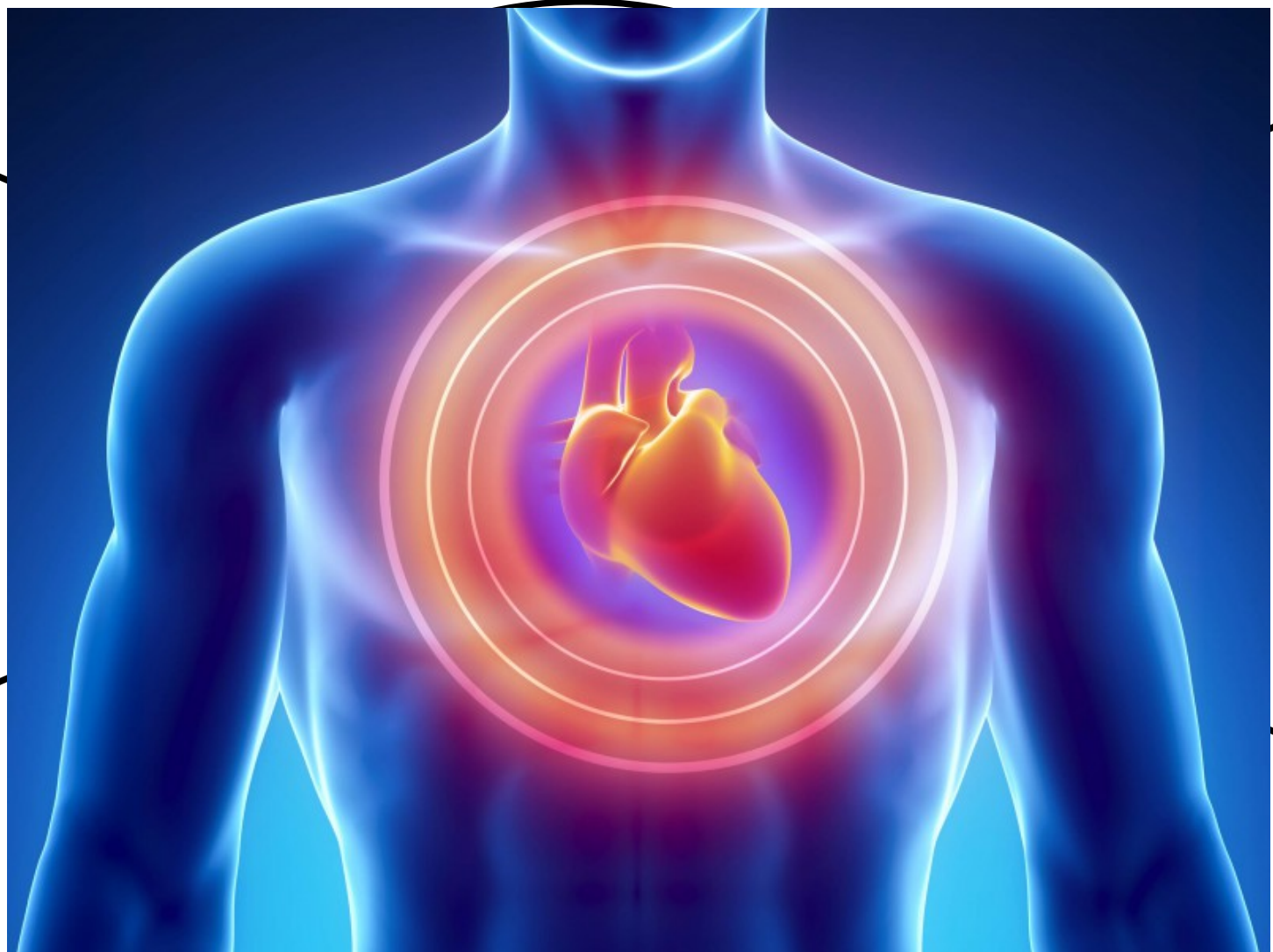
## What do they HEAR?

what friends say  
what boss say  
what influencers say

Limit Fats

on,t drink  
alcohol

weight loss



Medications  
to control  
hepatitis

lifestyle  
modifications

## What do they SEE?

environment  
friends  
what the market offers

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

effect of  
marital  
status

Effect of  
education

low socio-  
economic  
status

## PAIN

fears  
frustrations  
obstacles

Chest pain

Shortness  
of breath

Pain in the  
neck

## GAIN

“wants” / needs  
measures of success  
obstacles

back to  
their daily  
activities