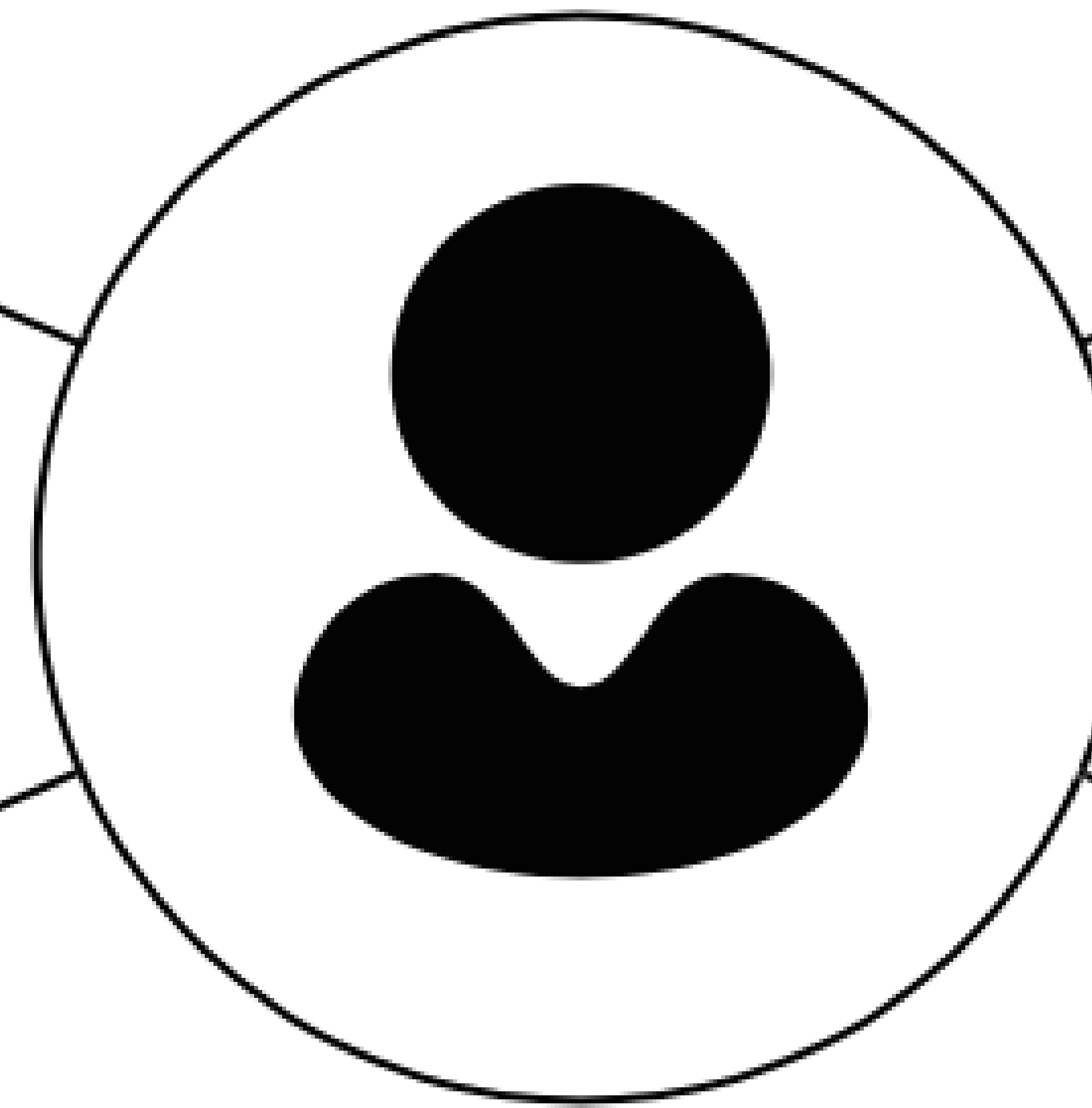


What does he THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What does he SAY AND DO?

attitude in public
appearance
behavior towards others

What does he SEE?

environment
friends
what the market offers

What does he HEAR?

what friends say
what boss say
what influencers say

Will I be
fine?

Scared
about
treatment

Worried
about
expenses

Confused
on how to
take the test

Other
Patient's
Symptoms

Other
Patient's
treatment

Test
Results

Precautions

Cause of
the disease

Worrying of
family
members

Which
doctor
should I
consult?

How should
I take the
test?

How long
will it take
to produce
the result?

When
should the
next test be
taken?

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Delay in
Result

Ambiguity
in Result

Accuracy in
Result

Consultations

Medications

Know when
the other
tests should
be taken