



Identify strong TR & EM

#### 4. EMOTIONS: BEFORE / AFTER



How do customers feel when they face a problem or a job afterwards?

i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

**More fear of vision blindness and even death.**

**Using AI & DL, Image Analysis, allows patients to get their diagnosis done right away from their homes. Because of AI & DL, the reports generated are more accurate and efficient for further analysis. This technology can easily detect the disease in its early stage itself.**

**Most people prefer visiting a doctor in-person for diagnosis since this disease cannot be identified over a phone call.**