What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- classification of skin disease is made easier
- Differentiating between skin disease is not a big deal now
- Easy to identify the type of disease

What do they HEAR?
what friends say
what boss say
what influencers say

- System is designed well and useful for every people
- We can recommend this website to every other people
- The system is very helpful and user friendly

What do they SEE?
environment
friends
what the market offers

- Can see various skin disease details under one platform
- Able to know about different type of skin disease
- Brief description about various skin disease

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- Satisfaction on seeing the platform
- Got clear idea about the type of skin disease
- Well planned description about the type of skin disease

PAIN
fears
frustrations
obstacles

- Misjudgement of the type of skin disease in our body
- Accessing the information is somewhat difficult
- Information provided by the system is not relevant

GAIN
"wants" / needs
measures of success
obstacles

- Predict the skin disease at the earliest
- Earliest treatment is suggested to cure the disease
- Services are provided round the clock