



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Is It Worthy
and
Trustable?

How
accurate will
the
prediction
be?

Will it
Differentiate
between
Erythema and
other skin
diseases?

Customer
Satisfaction

Most
Recommended

Accurate
Prediction

Accurate
Prediction

To see
results

User
Friendly UI

To be
Helpful

Being
Optimistic

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

User
Friendly
and
Reasonable

PAIN

fears
frustrations
obstacles

Compromised
Quality

More
Competitors

Loss
of
Control

GAIN

"wants" / needs
measures of success
obstacles

Saves Time

Gaining
Users
hope

Improves
users
Health
condition.

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers