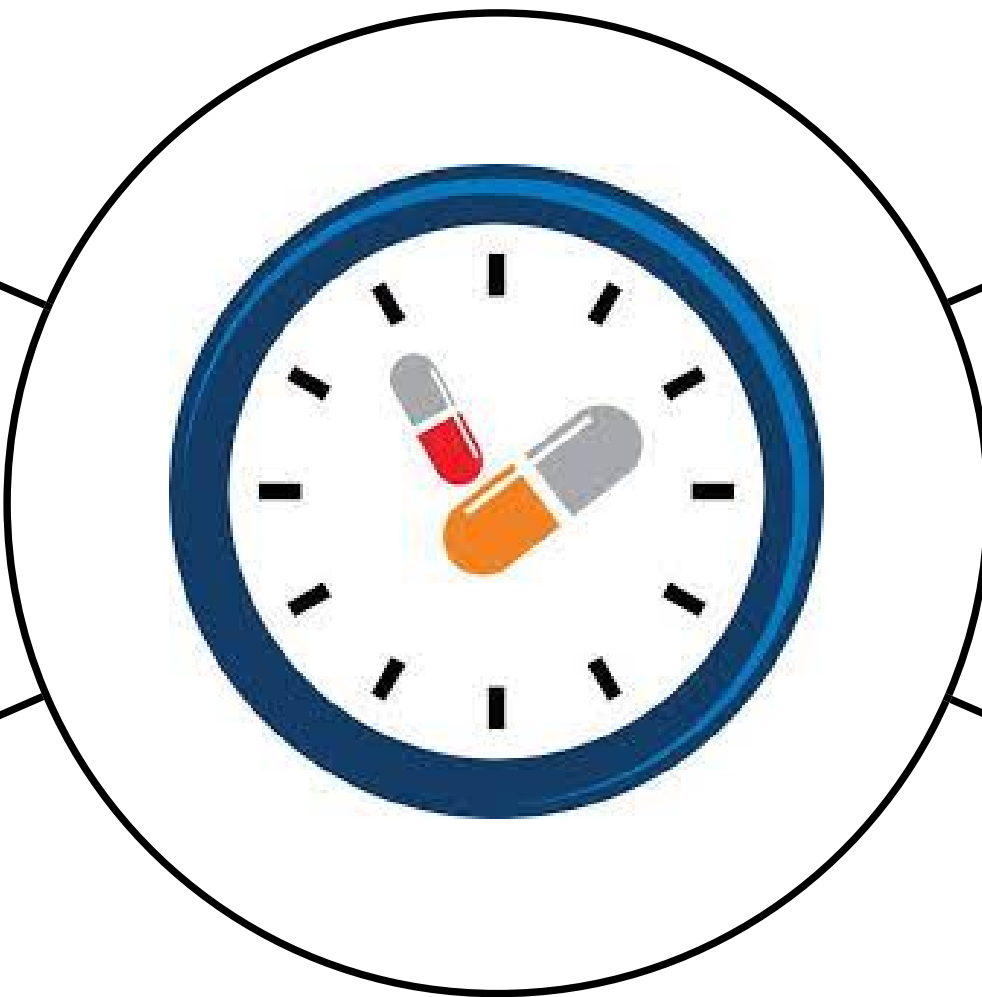


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



Efficient  
operation  
management

Minimize  
human  
effort

Cost  
effective

Improve  
worksaftey

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Make  
healthcare  
cheaper and  
efficient

Device that  
reminds user  
to take  
medicine

Device gives  
timely alerts  
to patient

Receives  
medicine name  
and sent voice  
commands to  
patient

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Details of  
medicine  
stored in IBM  
cloudant DB

Python script  
used to  
generate  
voice  
commands

Real time  
medicine  
reminder via  
through IOT

It creates  
database in  
cloudant DB

**PAIN**

fears  
frustrations  
obstacles

If patient is  
physically  
disable,they  
can't hear voice  
command

If patient is  
visually  
challenged,they  
can't see text  
notification

**GAIN**

"wants" / needs  
measures of success  
obstacles

Avoid the  
difficulties for  
doctor/caretaker

Patient can  
easily take  
medicine at  
correct time