

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Live a healthier life
- More self reliant without assistance
- Forgetting to take prescribed pills or ingesting the wrong medications can be disastrous

What do they
SEE?

environment
friends
what the market offers



- Digital indication of the medicine to take
- Need not to worry about which pills when to take
- Laboratories and testing of the product

- Lead to health issue by taking wrong pills
- Forgetting to take pills also leads to some issue
- Unsure to take pills

What do they
HEAR?

what friends say
what boss say
what influencers say



- Many deaths due intake of wrong pill
- It helps to manage the health
- Life at risk

- Gives them greater health and independence
- Easier to manage medications more efficiently

- A medication dispenser eliminates the need to read that small print.
- Provides digital reminders for your medication to ensure you don't miss a dose

PAIN

fears
frustrations
obstacles



- Fear about intake of wrong pill
- What if it does not provide medicine on time
- Reliability of the device

GAIN

"wants" / needs
measures of success
obstacles

- Easy to Use
- Prevent Errors
- Need no prior technical knowledge

