

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Depression

Itching
Irritation

Worried
about
aesthetics

usage of
ointments

What do they HEAR?

what friends say
what boss say
what influencers say

Intimidation
from friends

Lack of
precautionary
suggestions

What do they SEE?

environment
friends
what the market offers

self treatment
through social
media

Research
on websites

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Visiting
Dermatologist
after crossing
initial stages

overthinking
about the
symptoms

ATTITUDE IN
PUBLIC: they
try to hide their
disease from
others

PAIN

fears
frustrations
obstacles

Lack of
awareness

FEAR: They
fear to touch
with Healthy
persons.

◀ Misguided

GAIN

"wants" / needs
measures of success
obstacles

High
Accuracy

Early treatment
will reduce the
spread and
growth of the
skin disease

To early
predict of skin
disease is
easy for
treatment