What do they THINK AND FEEL?

what really counts

major preoccupations

worries & aspirations

- sleep problems
- constipation
- loss of smell
- restless legs.
- stiffness
- tremor

What do they HEAR?

what friends say

what boss say

what influencers say

- How accurate it is
- How fast delivers
- Contribution to maximum extent

What do they SEE?

environment

friends

what the market offers

- images of scribbling
- correct prediction
- platform to deploy it.

What do they SAY AND DO?

attitude in public

appearance

behavior towards others

- is the model model accurate
- will it predict accurately
- how fast can it perform?

PAIN

fears

frustrations

obstacles

- results can be inaccurate
- wrong prediction
- wrong dataset.

GAIN

"wants" / needs

measures of success

obstacles

- accurate realtime analysis
- efficient way to predict
- helpful for patients

accurate it
is

delivers

to maximum
extent

scribbling

production

deploy it

wh

What do they
SAY AND DO?
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model
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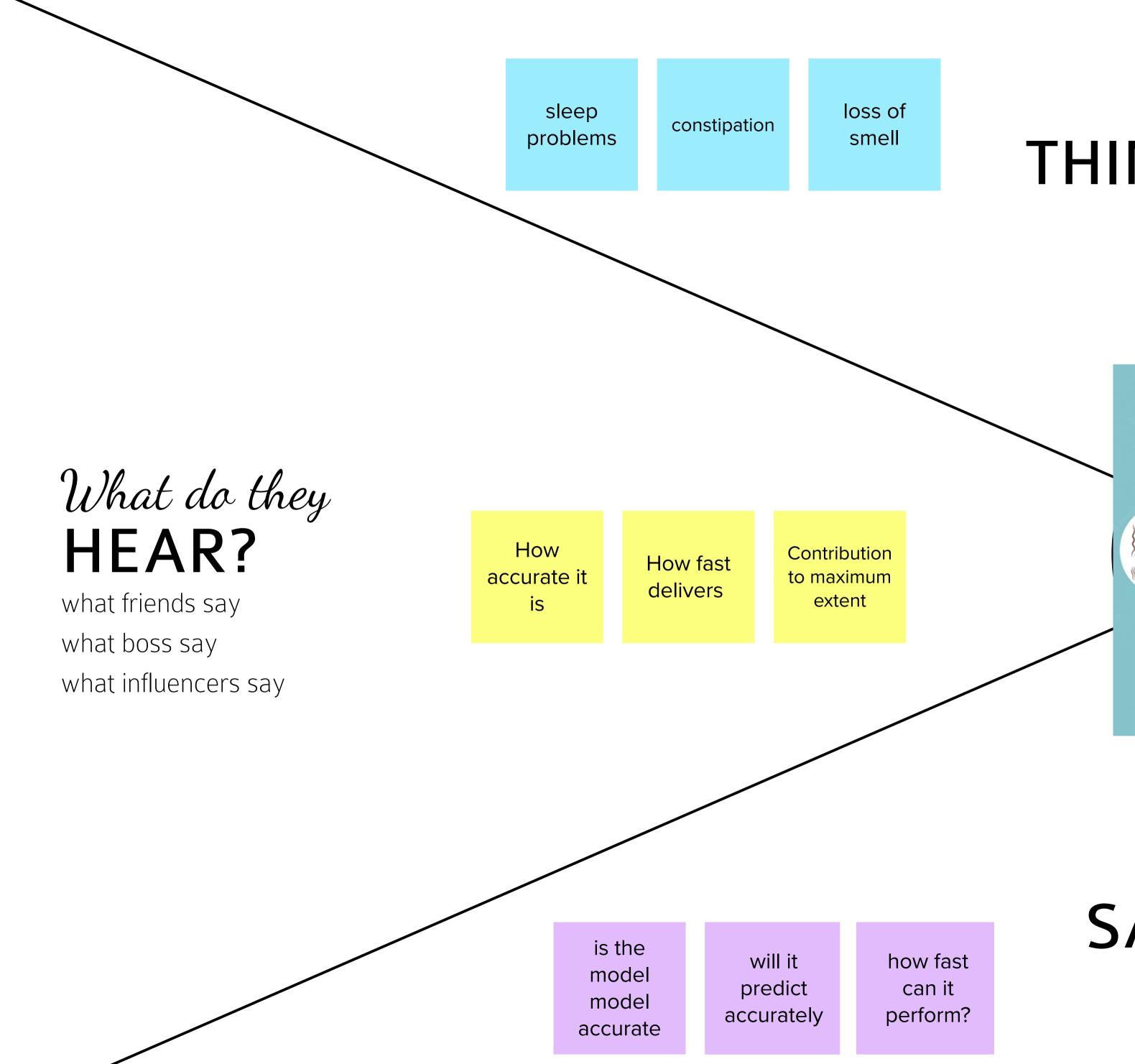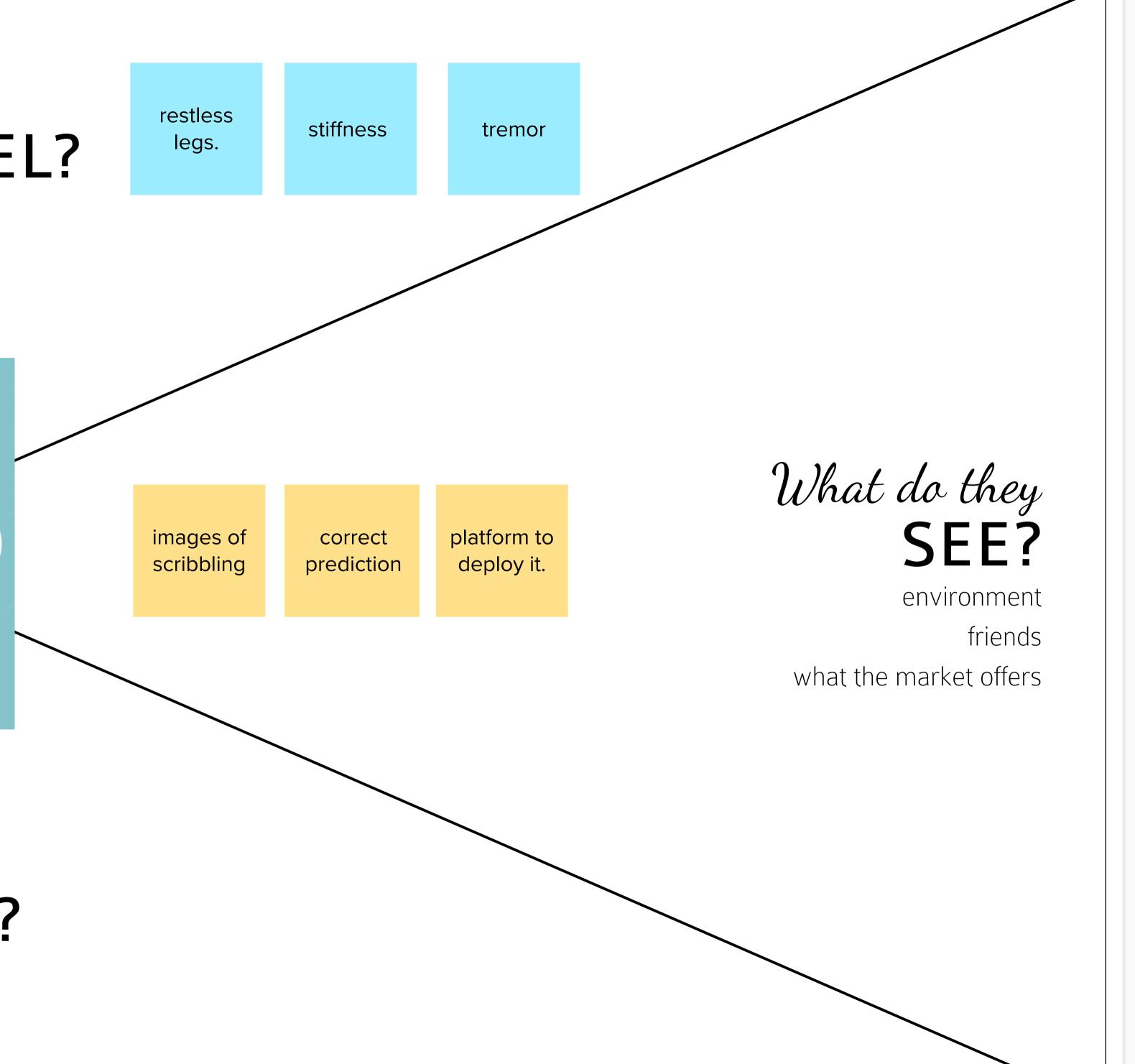
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