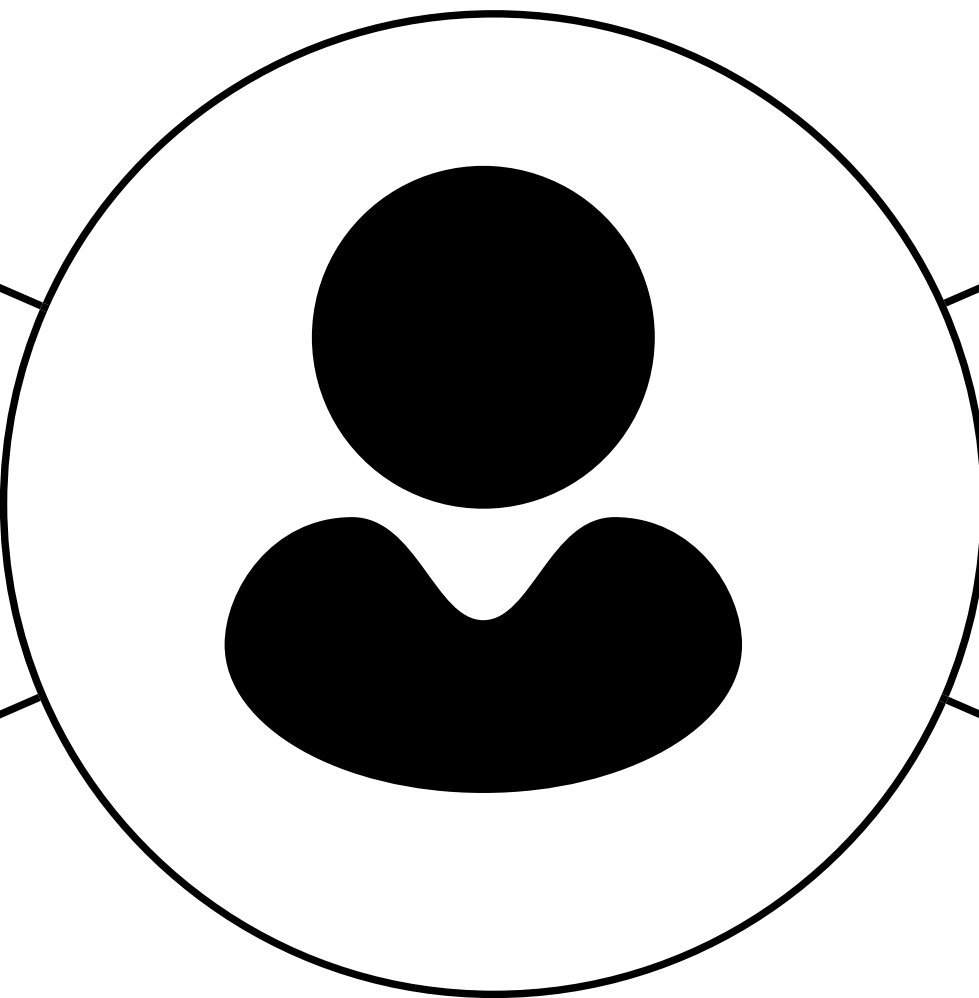


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

- I wish i could take medicines by own
- Forgetting medicines easily and it is annoying at times
- Feel bad to take medicine on Time

- Friends recommended them to hire a caregiver
- A number of Reminder from friends and family

- Is it Compact
- Is the Product Eco-Friendly
- Affordable

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Negative because of loneliness and keep complaining
- Is the Product good for word of mouth

PAIN

fears
frustrations
obstacles

- Health is not as good as before
- Forgetting to Take medicines
- Forgetting to take Medicines on time

GAIN

"wants" / needs
measures of success
obstacles

- Useful to Take the Medicine on Time
- no fear of forgetting medicines
- self-Reliant