

Early
Diagnosis

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Better
treatment
with efficient
results



What do they
HEAR?

what friends say
what boss say
what influencers say

The
severity of
the disease

Speed of
the
processing
capability

Safety
Standards

How much
the disease
has spread

The
severity of
the
diagnosis

What do they
SEE?

environment
friends
what the market offers

Efficient
detection

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Design the
application

PAIN

fears
frustrations
obstacles

No proper
guidance

No existing
technology
for efficient
processing

Hard to
identify the
disease

Not enough
relevant
reasearch

GAIN

“wants” / needs
measures of success
obstacles

Better
accessibility

Improved
Efficiency

Better and
early
detection
mechanism