

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

I wish for an
effective
notification

Remaint the
Elder

Tracking
medicine
taking

They see many
persons
missing taking
medicine
Time

Medicine
Alert

Missing
medicine
leads to life
threatening
Problems

What do they SEE?

environment
friends
what the market offers

Message or
Notification
Alert

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Monitor Elder
health take
medicine on
time

Sending
notification
on time in
through
internet

Recalling
medicine
names taking
time is painful

Confusion
and
frustration

PAIN

fears
frustrations
obstacles

Loss of
memory

Leads stress
if medicine is
not taken in
time

Panicking
about
health

GAIN

"wants" / needs
measures of success
obstacles

Regular
medicine intake
helps to keeps
my health under
control

Helps to
control
stress

Life of the
elder can be
saved

Detect and
sending
notification

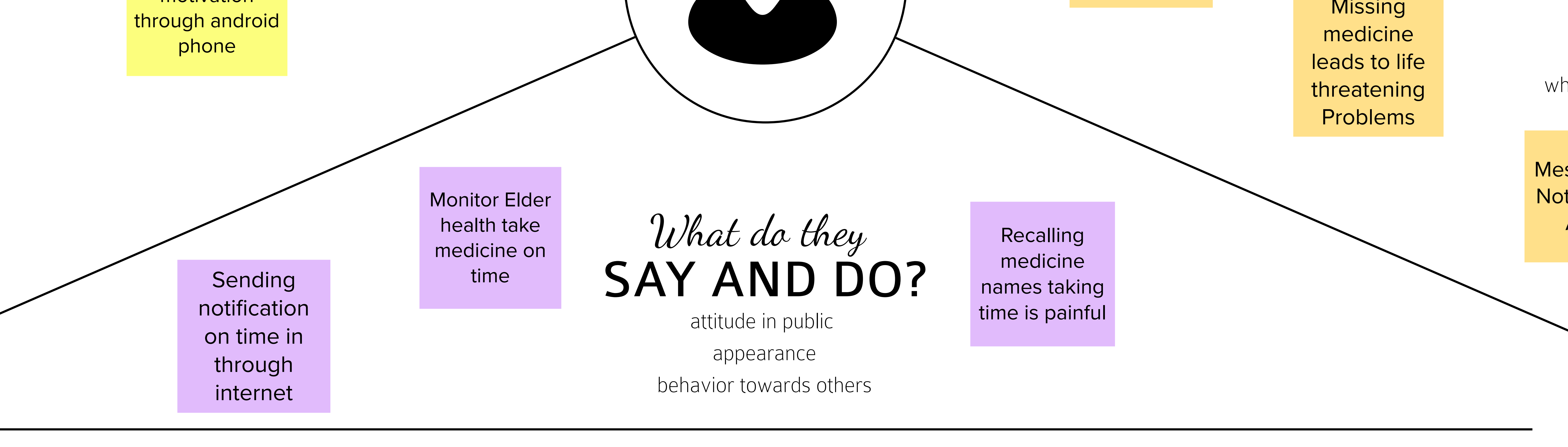
Alart the
Time of
Medicine
Taken

Receive
message or
motivation
through android
phone

Conforming
Elder
Safty

What do they HEAR?

what friends say
what boss say
what influencers say



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