



**Says**  
What have we heard them say?  
What can we imagine them saying?



**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

ISSUES REGARDING OWNERSHIP AND UNITY OF DATA

ISSUES REGARDING SECURITY OF MEDICAL RECORDS

ISSUES REGARDING DUPLICANCY OF DATA

SECURE STORAGE OF ELECTRONIC RECORDS

BLOCKCHAIN CAN ENHANCE TRANSPERENCY AND SECURITY

WILL PROVIDE AN INTEGRAL BLOCKCHAIN BASED SOLUTION



LACK OF SOCIAL SKILLS

LACK OF UNIVERSALLY DEFINED STANDARDS

ALLENGE OF SCALABILITY AND STORAGE CAPACITY

IMPROVES USER EXPERIENCE OF THE EHR AND EMR SYSTEMS

PROVIDES A TEMPER-PROOF PLATFORM

SOLVES PROBLEMS RELATED TO PAPER BASED TECHNOLOGIES



**Does**  
What behavior have we observed?  
What can we imagine them doing?



**Feels**  
What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?