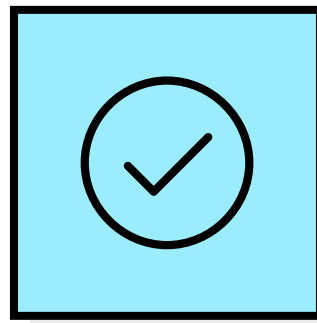




What do they HEAR?

What are they hearing others say?
What are they hearing from friends?



What do they THINK?
What do they FEEL?
What are they thinking?
What are they feeling?

Recommendations
or advice from friends
regarding Alzheimer's
disease awareness
and safety measures.

Conversations about
advancements in AI
and deep learning
in Alzheimer's
disease detection.

News reports or
articles on Alzheimer's
disease and its impact
on patients and families.

Hope for early
identification
and treatment
of the disease.

Anxiety about the
possibility of developing
Alzheimer's disease.

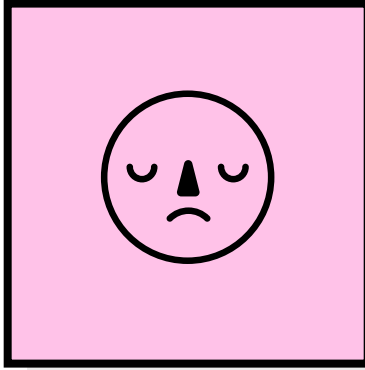
Frustration
with the lack
of early screening
tests for
Alzheimer's disease.

Alzheimer Disease Prediction

What do they THINK and FEEL?

PAINS

What are their fears,
frustrations, and anxieties?



GAINS

What are their wants,
needs, hopes, and dreams?



Attitudes toward the use
of AI in Alzheimer's
disease identification
and prevention.

Competing solutions or
projects with
similar objectives.

Real-world clinical data
, such as electronic
health records,
being used as
screening tools for
Alzheimer's disease.

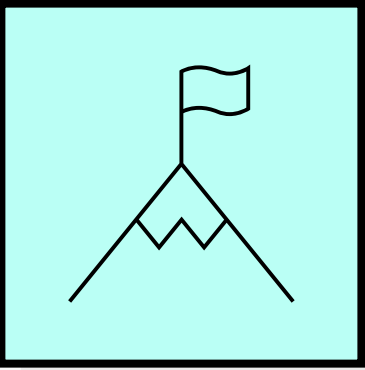
Anticipated statements
or comments they
might make in response
to the project's progress.

Colleagues' discussions
or opinions about AI's
role in Alzheimer's
disease detection.

Their expressed
opinions, statements,
or comments about
the project and its
objectives

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?



Clinicians need to make
diagnoses of Alzheimer's
disease using machine
learning and deep learning
techniques.

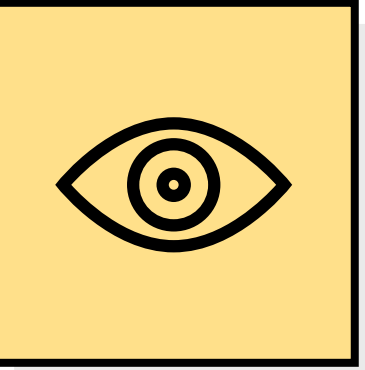
Patients need to undergo
early screening tests for
Alzheimer's disease using
AI tools.

Researchers need to
develop and test models
that use artificial
intelligence to extract data
from electronic health
records.

Real-world clinical data,
such as electronic health
records, being used as
screening tools for
Alzheimer's disease.

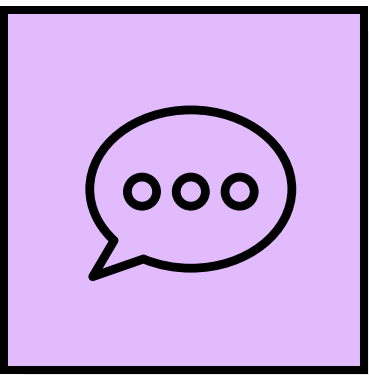
Attitudes toward
the use of AI in
Alzheimer's disease
identification and prevention.

Competing solutions
or projects with
similar objectives.



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



What do they SAY?

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

Early detection and
treatment of
Alzheimer's disease.

Improved patient
outcomes.
Lowered annual
mortality rates of
Alzheimer's disease.

Reduction of future
costs of dementia care