# Ideation Phase – Empathize & Discover

| Date | 20 February 2026 |
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| Team ID | LTVIP2026TMIDS87760 |
| Project Name | Deep Learning Fundus Image Analysis for Early Detection of Diabetic Retinopathy |

## Target User

Diabetic patients requiring regular retinal screening for early detection of diabetic retinopathy.

## Think & Feel

- Worried about vision loss
- Fear of blindness
- Concern about medical expenses
- Wants early diagnosis
- Needs simple and quick screening

## See

- Long hospital queues
- Expensive eye tests
- Limited access to specialists
- Lack of awareness about DR

## Hear

- Doctors advising regular checkups
- Family warnings about diabetes complications
- Information about vision loss risks

## Say & Do

- Delays checkups
- Searches symptoms online
- Visits doctor only when vision worsens

## Pain

- High screening cost
- Late detection
- Fear of diagnosis
- Travel burden for rural patients

## Gain

- Early detection

- Affordable screening
- Fast results
- Prevent blindness
- Easy digital system