What do they
THINK AND FEEL ?
what really counts major
preoccupations worries &
aspirations

WISHING TO HAVE
A NORMAL SIGHT

VISION
IMPAIRMENT

MOTIVATED

MAINTAINING
HEALTHY FOOD
DIET

IRRITATED
EYES

DEPRESSED

What do they
HEAR ?
what friends say
what boss say what
influencers say

HAVE
REGULAR
CHECK UP

MANAGE THE
BLOOD LEVEL
CORRECTLY

MAINTAIN
PROPER FOOD
DIET AND
TAKE
SUFFICIENT
VITAMINS

CONSULT
SPECIALIZED
DOCTORS AND
PHYSICIANS

RESEARCH
ON MORE
SUCCESSFUL
SOLUTIONS

ENCOURAGEMENTS
FROM THEIR
FAMILIES AND
FRIENDS

What do they
SEE ?
environment

friends

what the market offers

UNDERSTANDS
THE PROBLEM
AND TRIES TO
PERSUADE
THEMSELVES

MOVITATE
THEMSELVES

HIDES THE PAIN
AND SORROW FROM
THEIR LOVED ONES

What do they
SAY AND DO ?
Attitude in public
appearance behaviour
towards other

START
PLANNING
THEIR LIFE
IN A RIGHT

WORRIES
ABOUT
THEIR
FUTURE

MAKES MORE
RESEARCH ON THE
DISEASE

PAIN
fears
frustrations
obstacles

GRADUAL
LOSS OF
VISION

SWELLING
OF EYES

FINANCIAL
PROBLEMS

GAIN
"wants" / needs
measures of
success obstacles

GAIN
COINFIDENCE

EARLY
TREATMENT CAN
PREVENT THE
LOSS OF VISION

RECUPERATE
WITHIN
THEMSELVES