



Patients and Doctors

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Do I see
the original
colors?

Will my
eyesight
become
normal?

Am I getting
old or
becoming
weak?

When will
this cure?

I have to be
positive and
do not
waver

What do they
SEE?

environment
friends
what the market offers

Treatment
from
doctors

Disease
diagnostics

Blurred
Vision

Flashes of
light

Floating
eyes

What do they
HEAR?

what friends say
what boss say
what influencers say

Compliments
from families

Doctor's
advice

The positive
response
they tell to
them

Are you
getting
treated?

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Give high
hopes to
patients

Patients
takes care
of the eyes

Doctors
recommending
best solution

PAIN

fears
frustrations
obstacles

Time to
recover

Accuracy
of the plots

Correct
virtualization
of results

GAIN

"wants" / needs
measures of success
obstacles

Patients'
cure

Best
results

Data
Acquisition