



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Will the services provided make things easier?
- How impactful will the diagnosis be?
- How early is Diabetic Retinopathy detected?

What do they
HEAR?

what friends say
what boss say
what influencers say

- Don't worry, You'll be fine.
- Don't give me excuses.
- False Threat

What do they
SEE?

environment
friends
what the market offers

- Stuck in a helpless situation
- Responsible to some extent
- Ability to cope up with the situation

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- They feel Insecure.
- Please help me with this.
- Confused, frightened, frustrated.

PAIN

fears
frustrations
obstacles

- Mild vision and vision loss
- Uncomfortable situations
- Dark strings floating in your vision

GAIN

"wants" / needs
measures of success
obstacles

- Back to proper vision
- Guide to appropriate treatment
- Reduce swelling in a affected person's retina.