1.PATIENTS SEGMENT	6.CUSTOMER CONSTRAINTS	5. AVAILABLE SOLUTIONS
- The abnormality or the presence of lesions can be detected using the fundus image of the patient's eye. - The early detection important for the diabetic patients as diabetic retinopathy is irreversible. - Hence early detection and diagnosis is a concerned solution.	- Lack of awareness of such severity. - Utilizes a strong healthcare infrastructure, advanced technology, and adequate funding. - Not Cost effective for the annual screening.	- Laser treatment to treat the growth of new blood vessels at the back of the eye (retina) in cases of proliferative diabetic retinopathy. - Eye injections - to treat severe maculopathy that's threatening your sight.
2. PROBLEMS	**9. PROBLEM ROOT CAUSE**	**7. BEHAVIOUR**
- Severity of the eye illness due to diabetic retinopathy - High chances of losing vision. - Keen diagnosis to be done on diabetic patients.	- Diabetic retinopathy is caused by changes in the blood vessels of the retina, the light-sensitive layer of tissue at the back of the inner eye. - Blockage of the tiny blood vessels that nourish the retina, cutting off its blood supply.	- Early detection of diabetic retinopathy using the fundus images. - Consumes less time on detection than in the manual examination. - High accuracy in detection of lesions.
3. TRIGGER The triggers in diabetic retinopathy patients are: - Spots or dark strings floating in your vision (floaters) - Blurred vision. - Fluctuating vision. - Dark or empty areas in vision. - Vision loss. **4. EMOTIONS: BEFORE / AFTER** - Before: Adverse emotional responses include fear, anxiety.	**10. SOLUTION** - Our solution is to make use of a deep learning model that detects the severity of the diabetic retinopathy among diabetic patients with fundus image screened. - The apt diagnosis to be done after the early detection.	**8.CHANNELS OF BEHAVIOUR** - Regular checkups and examinations are to be done in the regular interval time. - Proper diagnosis should be done.

vulnerability, guilt, loss of confidence, anger, stress and self perception issues. - After: Early detection and diagnosis gives sense of hope among patients		