

## FOR EARLY DETECTION OF DIABETIC RETINOPATHY.

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b>  A 50years old man who has been diabetic for 10 years and thought him diabetics was under control but noticed some irregularities in his vision. He wants to find is he has a diabetic retinopathy (DR).	<b>6. CUSTOMER CONSTRAINTS</b> <ul style="list-style-type: none"> <li>Limited range of vision</li> <li>Get a yearly eye exam</li> <li>Control your blood sugar level</li> <li>Eat a balanced diet lower in fat and sugar.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b>  Regular eye exams ,good control of blood sugar and blood pressure, and early intervention for vision problems can help prevent severe vision loss.	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b>  Diabetic retinopathy involves the growth of abnormal blood vessels in the retina.  Complications can lead to serious vision problems: <ul style="list-style-type: none"> <li>Blindness or vision loss</li> <li>Retinal detachment</li> <li>Glaucoma</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b>  The real cause of this problem is poor control over diabetics ,irregular blood sugar levels, Blood pressure and cholesterol .	<b>7. BEHAVIOUR</b>  He seeks advices through the personal friends and family. He looks for any lifestyle changes that can be improve his condition.	
Focus on J&P, tap into BE,	<b>3. TRIGGERS</b>  Seeing other healthcare institutions produce better results when early detection of diabetic retinopathy saves more patient's vision. By seeing how many patient's vision can be saved by early detection of diabetic retinopathy.	<b>10. YOUR SOLUTION</b>  Incase of diabetics ,reduce your risk of getting diabetic retinopathy by doing the following <ul style="list-style-type: none"> <li>Manage your diabetics</li> <li>Make a healthy eating and physical activity part of your daily routine.</li> <li>Smoking increases your risk of various diabetics complications, including DR.</li> <li>Contact your eye doctor right away if your vision suddenly changes or becomes blurry spotty or hazy.</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b>  <b>ONLINE</b> <ul style="list-style-type: none"> <li>Finding the cause of the problem</li> <li>Reading reviews of people having blurry vision</li> </ul> <b>OFFLINE</b> <ul style="list-style-type: none"> <li>Consulting a doctor taking prescribed medicine.</li> <li>Regular checkup for eyes.</li> </ul>	Focus on J&P, tap into BE,
	<b>4. EMOTIONS: BEFORE / AFTER</b>  <b>BEFORE</b> <ul style="list-style-type: none"> <li>Poor vision</li> <li>Fear of permanent blindness</li> <li>Dark or empty areas in vision</li> <li>Blurred vision</li> </ul> <b>AFTER</b> <ul style="list-style-type: none"> <li>If treated early, vision will be corrected and regained.</li> <li>The possibility of getting blind is low.</li> </ul>			

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