

Diabetic Retinopathy

Diabetic retinopathy is a diabetes complication that affects eyes. It's caused by damage to the blood vessels of the light-sensitive tissue at the back of the eye (retina)

Says

What have we heard them say?
What can we magine them saying?

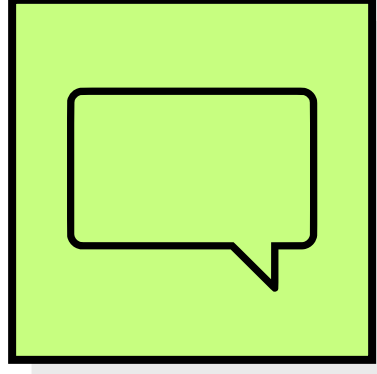
Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Damages blood vessels in retina

Preventing vision loss by early detection

Paying attention to vision changes

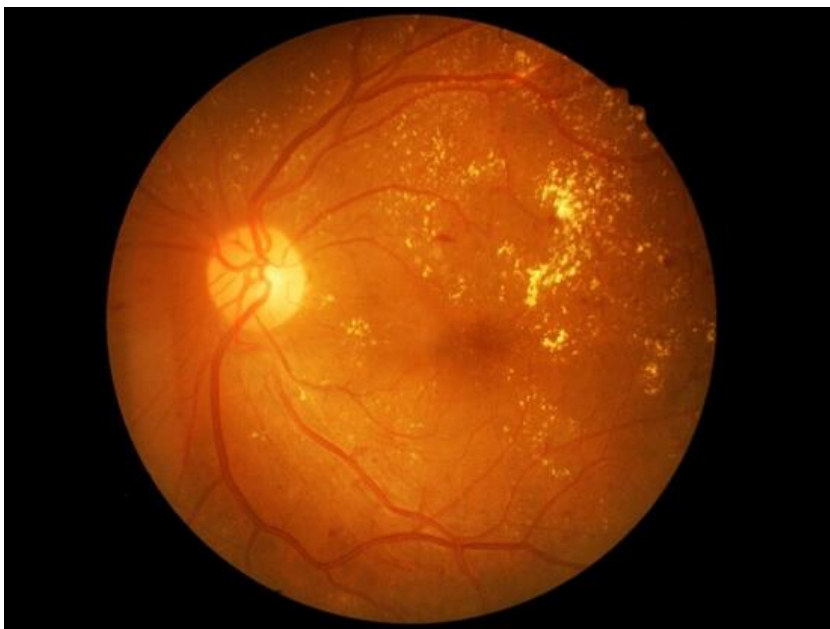
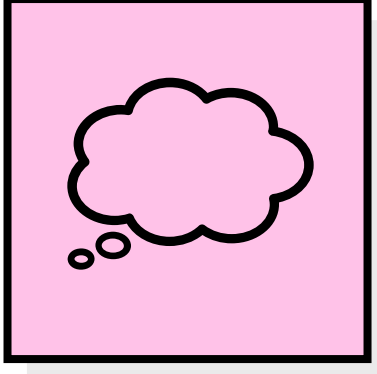


It gives quick results

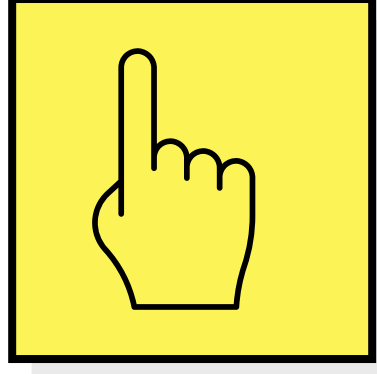
It reduces manual work

Provide early results

High maintenance model

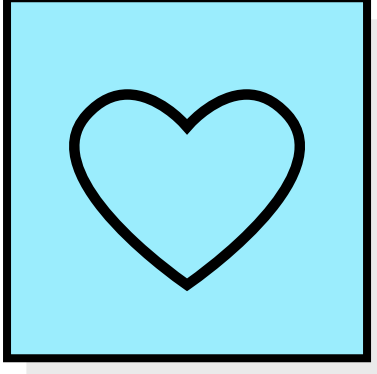


Pay attention to vision changes



Monitor blood sugar level

provide high efficacy



It causes dark floaters in vision

Expensive

Fluctuating vision

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

PAIN

Being frustrated

Later Diagnosis

Disappointment for not taking preventive measures

GAIN

Happy to avoid vision loss

reduce the risk of vision loss for diabetics by 95%