

Define CS, fit into CC		Focus on J&P, tap into BE, understand RC	
<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>A 55-year-old woman who has been diabetic for 10 years and thought her diabetes was under control but noticed some irregularities in her vision. She wants to find is she has Diabetic Retinopathy.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div><ul style="list-style-type: none"><li>Medical Expenses</li><li>Continuously taking of prescribed medicines</li><li>Limited range of vision</li><li>Restricted Diet</li><li>Restricted Activities</li></ul></div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Regular eye exams, good control of your blood sugar and blood pressure, and early intervention for vision problems can help prevent severe vision loss.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>She seeks a professional physician either through online or offline methods. They consult the professional and begin to treat the issue as soon as possible.  She seek advices through their personal friends and family.  She prioritizes her health over her other activities. She is also open to treatment through medicine like allopathy.  She looks for any lifestyle changes that can be made that can be improve her condition.</div></div>
<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>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>Vitreous hemorrhage</li><li>Retinal detachment</li><li>Glaucoma</li><li>Blindness</li></ul></div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>The real cause of this problem is poor control over diabetes , irregular blood sugar levels, blood pressure and cholesterol.  Even though Shreya is 55 year old women who has diabetes did stop from eating tasty pastries and her oily snacks. This regular eating of sugary items and high cholesterol food lead to increase in her blood sugar level. This prolonged increase in high blood sugar level lead to blurry vision.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>She seeks a professional physician either through online or offline methods. They consult the professional and begin to treat the issue as soon as possible.  She seek advices through their personal friends and family.  She prioritizes her health over her other activities. She is also open to treatment through medicine like allopathy.  She looks for any lifestyle changes that can be made that can be improve her condition.</div></div>	
<div><div>3. TRIGGERS<div>TR</div></div><div>Seeing other healthcare institutions produce better results when early detection of diabetic retinopathy saves more patient's vision.  By seeing how many patients' visions can be saved by early detection of diabetic retinopathy.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>In case of diabetes, reduce your risk of getting diabetic retinopathy by doing the following:<ul style="list-style-type: none"><li>Manage your diabetes.</li><li>Make healthy eating and physical activity part of your daily routine.</li><li>Try to get at least 150 minutes of moderate aerobic activity, such as walking, each week.</li><li>Take oral diabetes medications or insulin as directed.</li><li>Record your blood sugar level several times a day – or more frequently if you're ill or under stress. Ask your doctor how often you need to test your blood sugar.</li><li>Take The glycosylated hemoglobin test, or hemoglobin A1C test, reflects your average blood sugar level for the two- to three-month period before the test.</li><li>Eating healthy foods, exercising regularly and losing excess weight can help. Sometimes medication is needed, too.</li><li>Smoking increases your risk of various diabetes complications, including diabetic retinopathy.</li><li>Contact your eye doctor right away if your vision suddenly changes or becomes blurry, spotty or hazy.</li></ul></div></div>	<div><div>8. CHANNELS of BEHAVIOR<div>CH</div></div><div>8.1 ONLINE<ul style="list-style-type: none"><li>browsing about the blurry vision.</li><li>looking for home treatment for poor vision</li><li>finding the cause of the problem.</li><li>Reading reviews of people having blurry vision.</li></ul>8.2 OFFLINE<ul style="list-style-type: none"><li>consulting a doctor</li><li>taking medicines prescribed.</li><li>undergoing a comprehensive dilated exam to detect the problem.</li><li>Regular check-up of eyes.</li><li>Asking for opinion and advice from family and friends.</li></ul></div></div>	<div><div>8. CHANNELS of BEHAVIOR<div>CH</div></div><div>8.1 ONLINE<ul style="list-style-type: none"><li>browsing about the blurry vision.</li><li>looking for home treatment for poor vision</li><li>finding the cause of the problem.</li><li>Reading reviews of people having blurry vision.</li></ul>8.2 OFFLINE<ul style="list-style-type: none"><li>consulting a doctor</li><li>taking medicines prescribed.</li><li>undergoing a comprehensive dilated exam to detect the problem.</li><li>Regular check-up of eyes.</li><li>Asking for opinion and advice from family and friends.</li></ul></div></div>
<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>BEFORE:<ul style="list-style-type: none"><li>blurry and poor vision</li><li>minor internal pains</li><li>feeling insecure with the condition</li><li>fear of permanent blindness</li></ul>AFTER:<ul style="list-style-type: none"><li>If treated early, vision will be corrected and regained.</li><li>might experience blurry vision for few days</li><li>the possibility of getting blind is low.</li></ul></div></div>			
Identify strong TR & EM		Identify strong TR & EM	