







WISHING TO HAVE
A NORMAL SIGHT

VISION
IMPAIRMENT

MOTIVATED

THI

What do they
HEAR?

what friends say

what boss say

what influencers say

HAVE
REGULAR
CHECK UP

MANAGE
THE BLOOD
LEVEL
CORRECTLY

MAINTAIN
PROPER FOOD
DIET AND TAKE
SUFFICIENT
VITAMINS

UNDERSTANDS
THE PROBLEM
AND TRIES TO
PERSUADE
THEMSELVES

MOVITATE
THEMSELVES

HIDES THE PAIN
AND SORROW
FROM THEIR
LOVED ONES

SA

EL?

DEPRESSED

IRRITATED
EYES

MAINTAINING
HEALTHY FOOD
DIET

CONSULT
SPECIALIZED
DOCTORS
AND
PHYSICIANS

RESEARCH
ON MORE
SUCCESSFUL
SOLUTIONS

ENCOURAGEMENTS
FROM THEIR
FAMILIES AND
FRIENDS

What do they
SEE?

environment

friends

what the market offers

STARTS
PLANNING
THEIR LIFE
IN A RIGHT
MANNER

WORRIES
ABOUT
THEIR
FUTURE

MAKES MORE
RESEARCH ON THE
DISEASE

?

PAIN

fears

frustrations

obstacles

**GRADUAL
LOSS OF
VISION**

**SWELLING
OF EYES**

**FINANICIAL
PROBLEMS**

GAIN

“wants” / needs

measures of success

obstacles

**GAIN
COINFIDENCE**

**EARLY
TREATMENT
CAN PREVENT
THE LOSS OF
VISION**

**RECUPERATE
WITHIN
THEMSELVES**

