



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

why this is  
hard?

some of the  
symptoms  
of diabetes

defensive

may be ths  
isn't best

gradually  
worsening  
vision

white spots  
in the retina

tissues in  
the retina  
may swell

patchy  
vision

sometimes  
leaking and  
blood into  
the retina

## What do they SEE?

environment  
friends  
what the market offers

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

i'd like to  
hear what  
others have  
experienced

buys blood  
testing  
equipment

starts a food  
diary

pays for  
membership  
to a website

i am noy  
expecting  
miracles

please don't  
lecture me

it could  
thraaten your  
sight

treatment can  
help but this  
condition can't  
be cured

blindness  
can occur

## What do they HEAR?

what friends say  
what boss say  
what influencers say

requires  
medical  
diagnosis

age related  
mascular  
degeneration

part of a  
community

in shock at  
the  
diagnosis

## PAIN

fears  
frustrations  
obstacles

involuntary  
eye  
movement

inability to  
see colors

abnormal  
blood  
vessel in the  
retina

fear of  
visual loss

## GAIN

"wants" / needs  
measures of success  
obstacles

feels like  
giving back  
to normal

detecting  
good vision