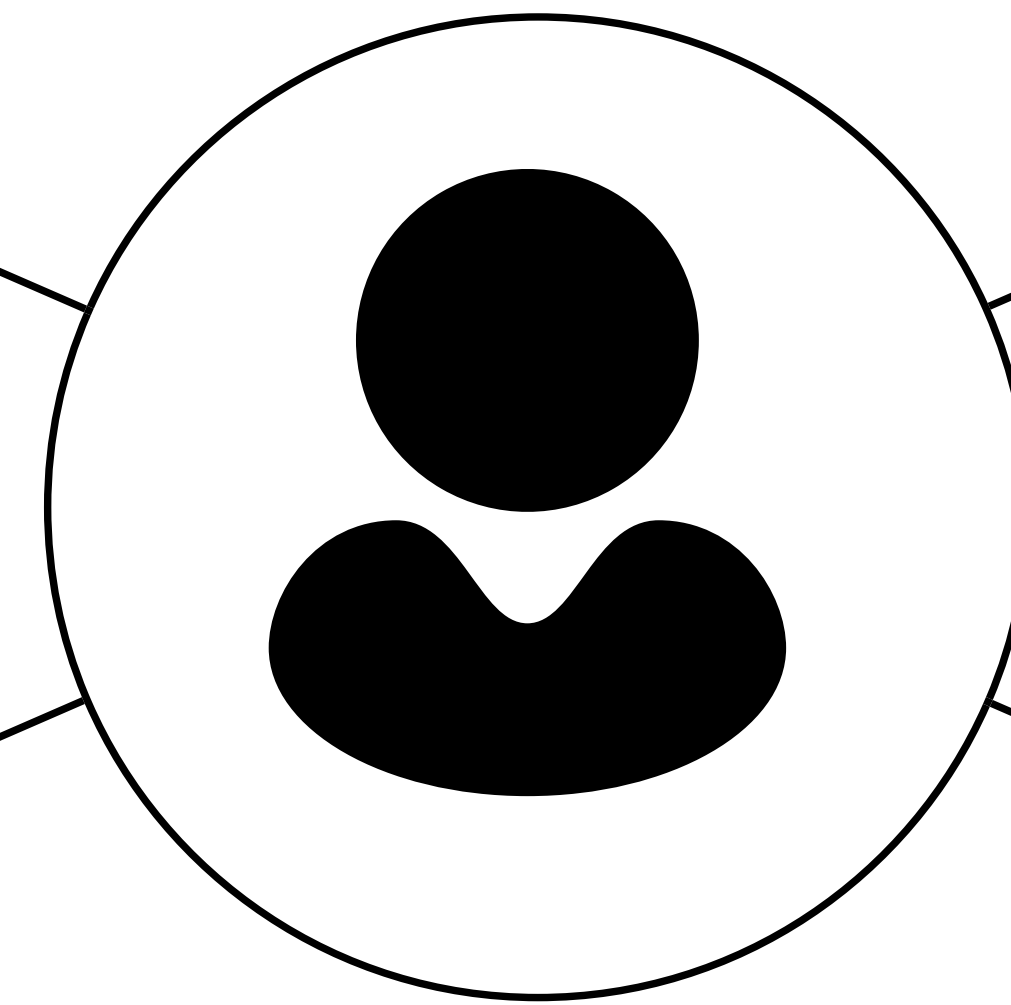


# INK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



It causes viterous  
hemorrhage,  
Retinal  
detachment.

It is a diabetic  
complication  
that affect  
eyes

it damage  
blood vessels

blurred  
vision

spots or dark  
strings  
floating in  
your vision

## What do they SEE?

environment  
friends  
what the market offers

fluctuating  
vision

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

vitrectomy

laser  
treatment

eye surgery

eye  
injections

## What do they HEAR?

what friends say  
what boss say  
what influencers say

The hear that it  
causes vision  
loss and  
blindness in  
people

A dilated eye exam  
will be a eye  
doctor and retinal  
photographic  
equipment will be  
used.

As the prevalence  
of diabetes  
increases,millon of  
people need to be  
screened for  
Diabetic  
retinopathy.

## PAIN

fears  
frustrations  
cycles

headache

eye pain

Poor colour  
vision

## GAIN

"wants" / needs  
measures of success  
obstacles

New vessels  
may grow

Threaten  
your vision

Blood suger  
level  
increases