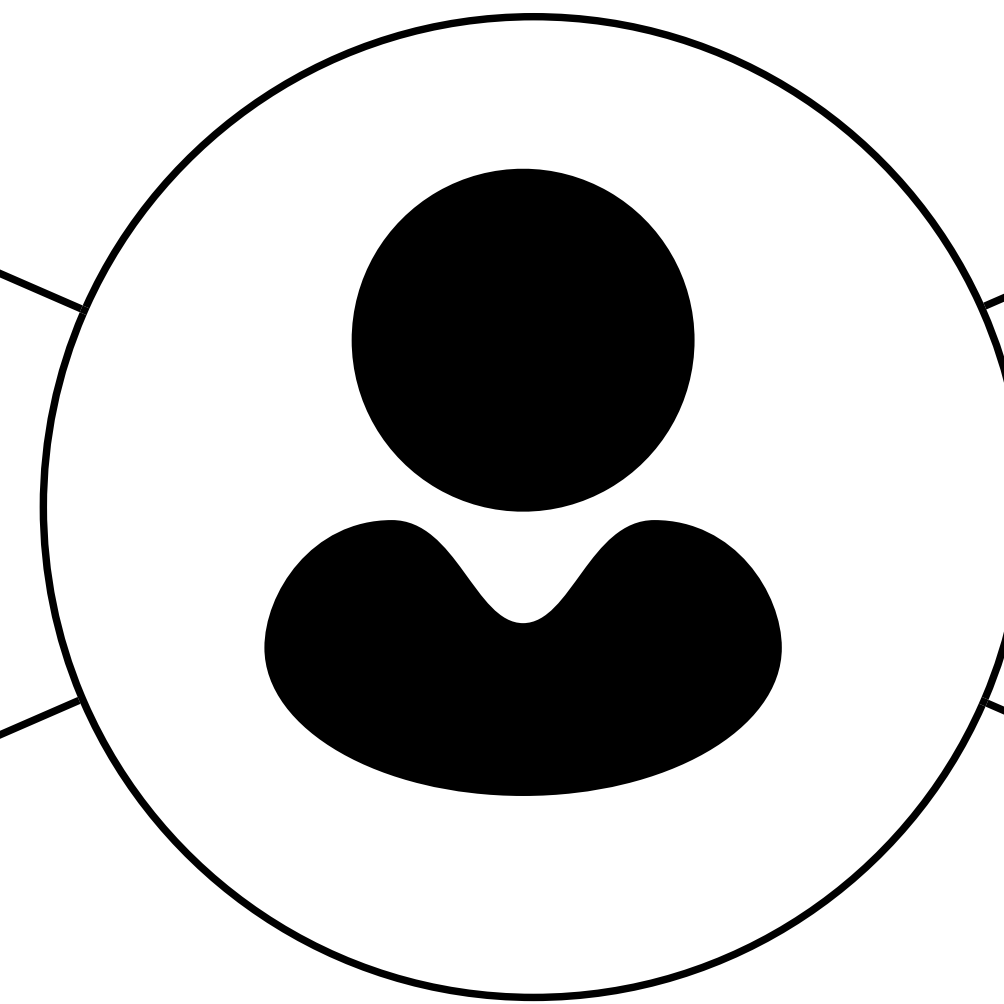


INK AND FEEL?

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

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.

What do they HEAR?

what friends say
what boss say
what influencers say

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