

PROBLEM STATEMENT

| PROBLEM STATEMENT | I AM (CUSTOMER) | I AM TRYING TO | BUT | BECAUSE | WHICH MAKES ME FEEL |
|-------------------|--------------------------|---|---|--|-----------------------------------|
| PS-1 | PATIENT | Differentiate whether the changes in the vision of the eye is caused by diabetic retinopathy or by other health issues. | Early stages of diabetic retinopathy usually don't have any symptoms. | It is caused by damage to the blood vessels of the light sensitive tissue at the back of the eye. | Scared, Anxiety |
| PS-2 | DOCTOR (OPHTHALMOLOGIST) | Treat the growth of new blood vessels at the back of eye. | Treating new blood vessels in eye can cause pain and a dangerous increase in pressure inside the eye. | Of NPDR the walls of the blood vessels in the retina weaken. | Guilty and degradation of career. |
| PS-3 | GOVERNMENT | Protect and advance the delivery of high quality health care. | Most of the citizens are not aware about the schemes provided by the government. | The government's best efforts in creating awareness are through radio, TV, print or online media. Unfortunately, these communication efforts often do not reach rural areas. | Scanty |