



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- The patients doesn't have any symptoms in the early stage of diabetic retinopathy
- They are afraid of losing their vision
- They expects fast and accurate results

What do they
HEAR?

what friends say
what boss say
what influencers say

- They are often exposed to pity comments
- They get various solution as suggestion
- They are advised to get proper medication

What do they
SEE?

environment
friends
what the market offers

- They will be surrounded by people who take care of them
- They see their friends being supportive
- Market offers high-tech solutions

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- They feel insecure in public places
- They try to maintain their blood glucose level
- They spread awareness about the disease

PAIN

fears
frustrations
obstacles

- Diabetes retinopathy is an eye condition that can lead to vision loss
- Lead to serious vision problems
- Tissues in the retina may swell, producing white spots in the retina.

GAIN

“wants” / needs
measures of success
obstacles

- Blindness can be prevented through early detection and timely management
- lower your risk for vision loss
- Reduces the risk of developing diabetic retinopathy, or help stop it getting worse