

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

C

All aged people are customers.

6. CUSTOMER CONSTRAINTS

C

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

No cash, available devices like phone are the aspects constraints a patient to take necessary action.

5. AVAILABLE SOLUTIONS

A

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an

They can scan the disease and can check the level of the disease and they can treat it.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

When the customer lately diagnoses the disease is considered as a problem.

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists? What is the back storv behind the need to do

Though the patient diagnoses the disease through consulting the doctor, it takes more time to cure it.

7. BEHAVIOUR

BE

Which decisions customers do to address the problem and get the job i.e. directly related: find the right solar panel installer, calculate usage and benefits;

When the user scans the disease, it suggests the medicines based on the skin disease stage.

Focus on J&P, tap into BE, understand RC

## TR

**They can quickly detect the stage of disease and get the immediate results and medicines**

## EM

**The customer feels depressed and lack of confident when they have problem.**

## SL

**Customer should follow the medicines and cautions that are suggested.**

## CH

**They have to approach the hospital and get the medicines, suggestions from the doctor.**