Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Our customers are those people aged between 10-55 yr who are affected by severe skin diseases like erythema and skin cancer

6. CUSTOMER CONSTRAINTS `CC`

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.

The main constraint is financial support, as skin is important to be cared in regular time interval by skilled skin specialist.
second factor stands for limitations in their basic diet for curing the skin disease and maintaining the cycle for longer period of time.
third factor is their time, the person goes through multiple diagnostics for learning about the skin disease which might takes a long time to be identified depending on the resources they use.

5. AVAILABLE SOLUTIONS `AS`

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 alternative to digital notetaking

The most common and effective means of erythema detection is visual inspection of the skin. However, for people with darkly pigmented skin, erythema can be masked by melanin. Tissue Reflectance Spectroscopy (TRS) is a noninvasive method of quantifying skin color

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.

We help our customers to identify the problem/disease that they are affected with the help of modern technology such as AI/ML.

9. PROBLEM ROOT CAUSE `RC`

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

The major causes of the erythema are
1.   Herpes simplex virus
2.   Mycoplasma pneumoniae
3.   cytomegalovirus

7. BEHAVIOUR `BE`

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

At first, people start searching in internet for solutions and asking neighbors for medicines and tablets to cure by themselves in case home remedies don't work they reach out to the doctor and take the personal care.

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

Identify strong TR & EM

3. TRIGGERS `TR`

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Basically people start to act or approach us when they find some unusuality in their day to day life for eg take a skin disease like erthyema.Erythema nodosum usually is caused by a reaction to a drug, an infection (bacterial, fungal, or viral), or another disorder such as inflammatory bowel disease. Typical symptoms include fever, joint pain, and characteristic painful red bumps and bruises on the person's shins and another example is skin cancer
Anyone who spends considerable time in the sun may develop skin cancer, especially if the skin isn't protected by sunscreen or clothing. So if our customers face these kind of problem they will start to take some measures.

10. YOUR SOLUTION `SL`

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

After: Skin diseases have an adverse
impact on psychosocial well-being
and can lead to more depressive
symptoms, social isolation, loneliness
and decreased quality of life.

First and foremost, benefit from this model is the reduction of
time consumption
for identification of any unknown skin disease.
Treatment can be proceeded even without the presence of a
skin specialist and
hence the chances for avoiding major effect on the skin is
reduced to a millennial

Online:

Their first move is to go and look up for the symptoms and effects of the
disease that affected them. Looking for a home remedy solution from
network or online skin specialist blogpost etc.

Offline:

They physically reach out to a skin specialist to gain knowledge about the
skin disease and take remedy from them first hand.