

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <p>The early detection is important for the diabetic patients as diabetic retinopathy is irreversible. The Diabetic retinopathy can be detected using the fundus image of the patient and can be stored in the database. This is more useful than the manual examination</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>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.</p> <p>The diabetic retinopathy does not have any specific symptoms so they fail to notice the illness. Many people do not know about diabetic retinopathy and its adverse reaction.</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <p>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</p> <p>Laser treatment to treat the growth of new blood vessels at the back of the eye (retina) in cases of proliferative diabetic retinopathy, and to stabilize some cases of maculopathy. eye injections - to treat severe maculopathy that's threatening your sight.</p>	Explore AS, differentiate
	<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p>The problem is once the diabetic retinopathy is severe, it cannot be done. And the severity of diabetic retinopathy results in serious eye illness and also results in losing vision. So, early detection is important if the patient has diabetes.</p>	<p>9. PROBLEM ROOT CAUSE RC</p> <p>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.</p> <p>Diabetic retinopathy is caused by changes in the blood vessels of the retina, the light-sensitive layer of tissue at the back of the inner eye. In some people with diabetic retinopathy, the blood vessels in the retina may swell and leak fluid. In others, abnormal new blood vessels grow on the surface of the retina.</p>	<p>7. BEHAVIOUR BE</p> <p>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)</p> <p>This model helps in the early detection of diabetic retinopathy using the fundus images. It consumes less time than the manual examination. Also, accuracy is more compared to other techniques.</p>	
Identify strong TR & EM	<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>The triggers in diabetic retinopathy patients are Spots or dark strings floating in your vision (floaters) Blurred vision, Fluctuating vision, Dark or empty areas in vision, Vision loss</p>	<p>10. YOUR SOLUTION SL</p> <p>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.</p> <p>Our solution involves the deep learning model with fundus images that detect the severity of the diabetic retinopathy among diabetic patients and the apt diagnosis done after the early detection.</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p>	Extract online & offline CH of BE
	<p>4. EMOTIONS: BEFORE / AFTER</p> <p>Before: Adverse emotional responses include fear, anxiety, vulnerability, guilt, loss of confidence, anger. After: Early detection and diagnosis gives sense of hope among patients</p>		<p>The diabetic patients have to take the eye examination in the regular interval time. Then only retinopathy can be detected early and proper diagnosis can be done.</p>	