

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small> CS Customers with Symptoms: <ul style="list-style-type: none">• Spots or dark strings floating in your vision (floaters)• Blurred vision• Fluctuating vision• Dark or empty areas in your vision• Vision loss	6. CUSTOMER CONSTRAINTS <small>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.</small> CC Customers Constraints: <ul style="list-style-type: none">• Availability of testing choices around them• They often need a doctor to diagnose the condition.	5. AVAILABLE SOLUTIONS <small>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</small> AS Available Solutions: <ul style="list-style-type: none">• Using advanced machine and scanners, one is able to get their hands on their fundus image;• But nothing beyond that. They are dependent on a doctor to be diagnosed.• Which isn't feasible all the time.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small> J&P Problems faced by customers: <ul style="list-style-type: none">• Lack of doctors to diagnose their condition and that in turn,• Makes the existing solution not feasible.	9. PROBLEM ROOT CAUSE <small>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.</small> RC Problem root cause: <ul style="list-style-type: none">• There are lot of reasons why the patient may be suffering from partial vision loss,• So it is important we are equipped with advanced technology to make the entire process of diagnosing simpler.• Lack of doctor makes the entire process more tiresome for patients.	7. BEHAVIOUR <small>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)</small> BE Customer behavior: <ul style="list-style-type: none">• The only available solution for them is to visit the doctor and express their symptoms• The doctor has to put them through multiple tests and manually diagnose them with their condition.	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</p> <p>Partial loss of vision which can be blurred or fluctuating. These symptoms trigger the patient to visit the doctor to be diagnosed.</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>The solution is to use a computer intelligence technique like deep learning to diagnose the existence of DR using a fundus image. The early detection of DR and that too without the help of a doctor could play a significant role in the feasibility of the entire process of testing for a patient. And getting their results on their diagnoses immediately also plays a crucial role for the patient to decide the next steps accordingly.</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> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>There is nothing a customer can do online regarding this issue. They are completely reliant on professionals, clinics and hospitals. So they have to deal with their situation offline. Initially a test has to be taken, a fundus image of their eye which would be taken to a professional, a doctor, who would diagnose the presence of the condition of DR. And none of this process can be done by the customer themselves, nor use any online modes to alternate.</p>
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>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.</p> <p>Before: The patient is unsure about their problem and that might make them panic.</p> <p>After: Diagnosing the patient with their condition will give them clarity to decide on their treatment, especially something like DR which can't be fixed and only be prevented from getting worse.</p>		