

Define CS, fit into	<p><b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span></p> <ul style="list-style-type: none"> <li>-&gt; Diabetic Retinopathy patients.</li> <li>-&gt; Diabetic Retinopathy can lead to other serious issues like blindness.</li> <li>-&gt; Distorted vision will cause inflammation in the eye.</li> </ul>	<p><b>6. CUSTOMER</b> <span>CC</span></p> <ul style="list-style-type: none"> <li>-&gt; Treatment might be expensive in later stages.</li> <li>-&gt; Poor diet, lack of physical activities and poor self-monitoring of glucose levels are some of the most common obstacles faced by Diabetic patients.</li> </ul>	<p><b>5. AVAILABLE SOLUTIONS</b> <span>AS</span></p> <ul style="list-style-type: none"> <li>-&gt; The manual diagnosis process of DR retina fundus images obtained by ophthalmologists is a time consuming, cumbersome, costly process and is prone to misdiagnosis unlike computer-aided diagnosis systems which are quick, cheap and simple to use.</li> </ul>	Explore AS,
Focus on J&P, tap into BE, understand	<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span></p> <ul style="list-style-type: none"> <li>-&gt; Make more discussions with a patient who has already tested and determine the severity.</li> <li>-&gt; Accuracy and timely results are the problems.</li> <li>-&gt; To determine if surgery or laser treatment is required.</li> <li>-&gt; More research on specifications and reliability of the test.</li> </ul>	<p><b>9. PROBLEM ROOT CAUSE</b> <span>RC</span></p> <ul style="list-style-type: none"> <li>-&gt; In all cases sugar builds up in the bloodstream, the exact cause of most types of diabetes is not unknown.</li> <li>-&gt; This is because the pancreas doesn't produce enough insulin.</li> <li>-&gt; Both type 1 and type 2 diabetes may be caused by a combination of genetic or environmental factors.</li> </ul>	<p><b>7. BEHAVIOUR</b> <span>BE</span></p> <ul style="list-style-type: none"> <li>-&gt; <b>Directly related:</b> Visit specialist, get treatment.</li> <li>-&gt; <b>Indirectly associated:</b> Empowered technology, environmental threats affect their life difficulty in society.</li> </ul>	Focus on J&P, tap into BE, understand
Identify strong TR & EM	<p><b>3. TRIGGERS</b> <span>TR</span></p> <ul style="list-style-type: none"> <li>-&gt; Patients are anxious and in need of instant results.</li> <li>-&gt; They often google the symptoms and treatment, and can misjudge the situation.</li> </ul> <hr/> <p><b>4. EMOTIONS: BEFORE/AFTER</b> <span>EM</span></p> <p>BEFORE :</p> <p>Insecure, stressed, dependent.</p> <p>AFTER :</p> <p>Secured, Confidence, Independent.</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <ul style="list-style-type: none"> <li>-&gt; Multi-layer neural networks like deep NN.</li> <li>-&gt; Due to the fact that data's structure is Image, the best type of neural network satisfying our goal is <b>Convolutional Neural Networks</b>.</li> <li>-&gt; Pre-processing data, Normalization, Creating Deep Neural Network and final model.</li> </ul>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p>CH8.1 ONLINE</p> <ul style="list-style-type: none"> <li>-&gt; Giving them specialized equipment to supplement educational programs would help them become more mentally and emotionally healthy.</li> </ul> <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> <li>-&gt; Their lives are mostly impacted by entering our direct society, which includes schools, colleges and workplaces.</li> </ul>	Extract online & offline CH of BE