

Define CS, fit into CC

**1. CUSTOMER SEGMENT(S)**

CS

Who is your customer?

- Patients are our primary customers to solve their problem in choosing their diseases.
- Our secondary customers are the doctors to make their job easy with our AI Technology.
- People who couldn't afford for a Consultant for choosing Diseases.

**6. CUSTOMER CONSTRAINTS**

CC

What constraints prevent your customers from taking action or limit their choices of solutions?

- \*If there is no early or conventional diagnosis of the symptoms.
- \*If we have problem in monetary support for doctor's consultation.
- \*Basic knowledge of using application.
- \*Clarity of images.
- \*Availability of resources

**5. AVAILABLE SOLUTIONS**

AS

Which solutions are available to the customers when they face the or need to get the job done?

People can upload the image of the skin, the model localize and detect the skin disease

Explore AS, differentiate

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

**2. JOBS-TO-BE-DONE / PROBLEMS**

J&amp;P

Which jobs-to-be-done (or problems) do you address for your customers?

- Follow traditional treatment.
- Taking proper treatment according to Doctor's suggestions.
- Lack of traditional treatment.

**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?

- \*If there is increase of pressure on particular area,
- \*Mosquito bites,
- \*Allergic reactions,
- \*Usage of expired chemicals

**7. BEHAVIOUR**

BE

What does your customer do to address the problem and get the job

Behave strange and tempting to know the cause of the symptoms

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

Identify strong TR &amp; EM

**3. TRIGGERS**

TR

- Using the existing methodology, localization and classification of redness will be much easier than the existing.

**4. EMOTIONS: BEFORE / AFTER**

Before:  
Being frustrated/Later diagnosis/Loss of taking prevention measures.  
After:  
Recovery, Getting relief, Happy to restart

**10. YOUR SOLUTION**

SL

- A software application which is used to localize and classify the type of skin disease using Conventional Neural Networks(CNN)

**8. CHANNELS of BEHAVIOUR**

CH

ONLINE

- Searching video references for self treatment

OFFLINE

- Getting advice from elders Doctor's consultation .

Extract online &amp; offline CH of BE