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Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <p>Skin cancer rates are higher in women than in men before age 50, but are higher in men after age 50, which may be related to differences in recreation and work-related UV exposure. It is estimated that melanoma will affect 1 in 27 men and 1 in 40 women in their lifetime.</p> <p>Skin cancer is more common in fair skinned people because they have less of the protective pigment called melanin.</p>	<div>6. CUSTOMER CONSTRAINTS<div>C</div></div> <p>Hand washing (hand hygiene) is the most important way to prevent the spread of skin infections in any setting. To wash your hands properly: Wet your hands with clean water and apply soap. Use warm water if it is available.</p> <p>Stay in the shade.</p> <p>Wear clothing that covers your arms and legs.</p> <p>Wear a hat with a wide brim to shade your face, head, ears, and neck.</p> <p>Wear sunglasses that wrap around and block both UVA and UVB rays.</p> <p>Use a broad spectrum sunscreen with a sun protection factor (SPF) of 15 or higher.</p>	<div>5. AVAILABLE<div>AS</div></div> <p>Nearly all skin cancers can be cured if found and treated early. Treatments include excision, cryotherapy, Mohs surgery, chemotherapy and radiation. The skin diseases can be prevented by investigating the infected region at an early stage. The characteristic of the skin images is diversified so that it is a challenging job to devise an efficient and robust algorithm for automatic detection of skin disease and its severity.</p>	Explore AS, differentiate	
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <p>Circular red bumps on the soles, palms, arms, face and legs that grow into circles that may look like targets. Itchiness, in some cases. Painful sores or blisters on the lips, mouth, eyes and genitals. Red patches with pale rings inside the patch with purple centers and small blisters, called target lesions.</p>	<div>9. PROBLEM ROOT CAUSE<div>R</div></div> <p>Common causes of skin diseases include: Bacteria trapped in your pores or hair follicles. Conditions that affect your thyroid, kidneys or immune system. Contact with environmental triggers, such as allergens or another person's skin.</p>	<div>7. BEHAVIOUR<div>B</div></div> <p>Receiving a skin cancer diagnosis is a life-changing experience. Fear, anxiety, depression, and other emotions can run rampant, regardless of your specific diagnosis and treatment options. For many, although diagnosis may be scary, there are treatment options and ways to manage and improve your condition.</p>		Focus on J&P, tap into BE, understand RC
	<div>3. TRIGGERS<div>TR</div></div> <p>Most skin cancers are caused by too much exposure to ultraviolet (UV) rays. To lower your risk of getting skin cancer, you can protect your skin from UV rays from the sun and from artificial sources like tanning beds and sunlamps.</p>	<div>10. YOUR SOLUTION<div>SE</div></div> <p>Systemic chemotherapy can be used to treat skin cancers that have spread to other parts of the body. Photodynamic therapy. This treatment destroys skin cancer cells with a combination of laser light and drugs that makes cancer cells sensitive to light.</p> <p>Wear sunglasses that wrap around and block both UVA and UVB rays.</p> <p>Use a broad spectrum sunscreen with a sun protection factor (SPF) of 15 or higher.</p>	<div>8.1 ONLINE CHANNELS<div>CH</div></div> <p>Whether you are worried about itchy skin, dark patches or acne understand more by using our tool designed for skin problems, get an understanding of the diseases & learn from the detailed Wiki of Skin Disorders, Hair Disorders & Scalp Disorders.</p>		
<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <p>BEFORE:</p> <p>People lead a happy , healthy and peaceful life. They no need to worry about the Sunny environment.</p> <p>AFTER:</p> <p>Many skin diseases cause itchiness, dry skin or rashes. Often, you can manage these symptoms with medication, proper skin care and lifestyle changes.</p>	<div>8.2 OFFLINE CHANNELS<div>CH</div></div> <p>Skin diseases are conditions that affect your skin. These diseases may cause rashes, inflammation, itchiness or other skin changes. Some skin conditions may be genetic, while lifestyle factors may cause others. Skin disease treatment may include medications, creams or ointments, or lifestyle changes.</p>				

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