

Define CS, fit into	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div><div>-> Diabetic Retinopathy patients.</div><div>-> Diabetic Retinopathy can lead to other serious issues like blindness.</div><div>-> Distorted vision will cause inflammation in the eye.</div></div></div>	<div>6. CUSTOMER<div>CC</div><div><div>-> Treatment might be expensive in later stages.</div><div>-> Poor diet, lack of physical activities and poor self-monitoring of glucose levels are some of the most common obstacles faced by Diabetic patients.</div></div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div><div>-> 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.</div></div></div>	Explore AS,
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div><div>-> Make more discussions with a patient who has already tested and determine the severity.</div><div>-> Accuracy and timely results are the problems.</div><div>-> To determine if surgery or laser treatment is required.</div><div>-> More research on specifications and reliability of the test.</div></div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div><div>-> In all cases sugar builds up in the bloodstream, the exact cause of most types of diabetes is not unknown.</div><div>->This is because the pancreas doesn't produce enough insulin.</div><div>-> Both type 1 and type 2 diabetes may be caused by a combination of genetic or environmental factors.</div></div></div>	<div>7. BEHAVIOUR<div>BE</div><div><div>-> Directly related: Visit specialist, get treatment.</div><div>-> Indirectly associated: Empowered technology, environmental threats affect their life difficulty in society.</div></div></div>	
Focus on J&P, tap into BE, understand	<div>3. TRIGGERS<div>TR</div><div><div>-> Patients are anxious and in need of instant results.</div><div>-> They often google the symptoms and treatment, and can misjudge the situation.</div></div></div>	<div>10. YOUR SOLUTION<div>SL</div><div><div>-> Multi-layer neural networks like deep NN.</div><div>-> Due to the fact that data's structure is Image, the best type of neural network satisfying our goal is Convolutional Neural Networks.</div><div>-> Pre-processing data, Normalization, Creating Deep Neural Network and final model.</div></div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div><div>CH8.1 ONLINE</div><div>-> Giving them specialized equipment to supplement educational programs would help them become more mentally and emotionally healthy.</div><div>8.2 OFFLINE</div><div>-> Their lives are mostly impacted by entering our direct society, which includes schools, colleges and workplaces.</div></div></div>	Focus on J&P, tap into BE, understand
	<div>4.EMOTIONS: BEFORE/AFTER<div>EM</div><div><div>BEFORE :</div><div>Insecure, stressed, dependent.</div><div>AFTER :</div><div>Secured, Confidence, Independent.</div></div></div>			
Identify strong TR & EM				Extract online & offline CH of BE