

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div><div>1.People of any age group.</div><div>2.Commonly in young adults between 20-30 yrs.</div><div>3.More prevalent in men.</div></div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div><div><div>1.No proper knowledge about the disease.</div><div>2.Lack of medical treatment due to facility.</div><div>3.Treatment is costly.</div></div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div><div>1.Localization and classification of the disease</div><div>will be the best solution for the further treatment and cure remedy.</div></div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div><div>1.Antibiotics.</div><div>2.Antihistamines.</div><div>3.Laser skin resurfacing.</div><div>4.Medicated creams , ointments or gels.</div><div>5.Surgical procedures and oral medications.</div></div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div><div>1. Erythema is usually caused by a reaction to an infection, usually herpes simplex virus.</div><div>2. Beta- hemolytic streptococcal infections are the most common identifiable cause of erythema.</div></div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div><div><div>1. Safe medications.</div><div>2. Not being exposed to the infection.</div><div>3. Being caution.</div></div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>Erythema is a skin reaction that can be triggered by an infection or some medicines.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>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.</div><div>To design an AI based app for the localization and classification of skin disease with erythema.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div></div><div><div>Online : Apps can be developed to identify and classify the disease.</div><div>Offline : Doctor advised treatment and medications.</div></div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div><div>Before : Frightened , Isolated , Discomfort .</div><div>After : Without physiological distress , Relieved and Feel healthy.</div></div></div>			