Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?

The Person who have Diabetics

6. CUSTOMER — CC

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.

The time and cost is the major limiting constraints for the customers to take an action for treatment.
Barriers could lead to different outcomes, barriers such as lack of knowledge and awareness on DR.
Quality and satisfaction in the detection of DR is also a major constraints.
There may be a possibility of wrong prediction in detection.

5. AVAILABLE SOLUTIONS — AS

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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

The dilated eye exam is the best thing you can do for your eye health. It's the only way to check for eye disease early on, when they are easier to treat and before they cause vision loss.
The drawback of this exam is drops placed in their eyes causes the bluring and eye irritation.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

The awareness programs can be conducted for the people to know more about the DR.
By giving counselling for the patients who are taking the treatment for Diabetics in the hospitals.

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? i.e. customers have to do it because of the change in regulations.

The main cause of DR is poor control of the,
Having the diabetics for the long time,
High blood sugar level,
High cholesterol,
Tobacco usage,
High blood pressure,
Loss or disfunction of

7. BEHAVIOUR — BE

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)

Directly related: Find the easy detection method with high accuracy to solve the problem
Early detection and treatment are necessary in order to delay or avoid vision deterioration and vision loss.
Indirectly related: The volunteers can help the patients to know about the risk in DR.

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

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Seeing other people who get benefits from the hospitals and get information through Social media, google,etc.

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Being hopeless, afraid > Secure, confident

10. YOUR SOLUTION — SL

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.

Collect the real time datasets and develop the algorithm for classifying the normal retina and diabetic retina
Train the model for more than 98% accuracy and it will be implemented.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Getting the consultation from the doctors via online. Persons can google and know what they are suffering from?

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Visit the hospitals and take necessary treatments.

Extract online & offline CH of BE

AMALTAMA