Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Patient who are interested to know about the diabetic retinopathy .The stages and types of the DR will be known

6. CUSTOMER CONSTRAINTS `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.

Our website will help the customer s to get the results instantly when they are unable to reach the doctor

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

1.Jagadis h Naya k, P Subba nna Bhat, Rajen dra Achar ya U,C. M. Lim, Manjunath Kagathi Automated Identification of Diabetic Retinopathy Stages Using Digital Fundus Images(November 2007)-possible to reduce the diagnosing time.

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 customer needs not to wait for long time to get the result. Once image processing is done the result will be predicted

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 patient can use this website to determine the stage and type of the diabetic retinopathy

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)

People can gain knowledge of the biological concepts associated with diabetic retinopathy and necessary steps to make their healthy to avoid and prevent the diabetic retinopathy

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.

The patient will become curious to learn whether they have the disease once they have report in hand

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

The patient will be anxious and curious to learn if the results are favorable or unfavorable after receiving the findings. If the patient receives the unfavorable the patient must visit the doctor.

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.

The Project can reduce many of the limitations that occur in healthcare associated with inaccuracy in diagnoses, missing data, cost, and time.

8. CHANNELS of BEHAVIOUR `CH`
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

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

After the report is sent to the user, he can enter the data from the report, check his results, and receive some diet recommendations.

The nearby laboratory receives blood samples, and the results are provided.

Identify strong TR & EM