Project Design Phase-I - Solution Fit Template Team ID: PNT2022TMID34094

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|  | A customer is an individual or business that purchases another company's goods or services. | You can reduce your risk of developing diabetic retinopathy, or help stop it getting worse, by keeping your blood sugar levels, blood pressure and cholesterol levels under control. This can often be done by making healthy lifestyle choices, although some people will also need to take medication. | Medicines called anti- VEGF drugs can slow down or reverse diabetic retinopathy. Other medicines called corticosteroids can also help. |  |
|  | Eye surgery – to remove blood or scar tissue from the eye if laser treatment is not possible because retinopathy is too advanced | Diabetic retinopathy is a diabetes complication that affects eyes. It's caused by damage to the blood vessels of the light-sensitive tissue at the back of the eye (retina).At first, diabetic retinopathy might cause no symptoms or only mild vision problems. But it can lead to blindness. | Intravitreal anti-VEGF agents have indeed significantly improved visual acuity and reduced retinal thickness in patients with diabetic macular edema in long-term follow- up (up to 5 years). |  |

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|  | **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.  Diabetic retinopathy is caused by high blood sugar due to diabetes. Over time, having too much sugar in your blood can damage your retina | **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.  Eating a healthy, balanced diet losing weight if you're overweight exercising regularly  stopping smoking if you smoke  not exceeding the recommended alcohol | 1. **CHANNELS of BEHAVIOUR CH**    1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.  Notable institution-related barriers included suboptimal information received from health care service providers, poor referral management by the organisation delivering retinal screening services, as well as the inaccessibility of the main NTSS hospital via telephone calls. |  |
| **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.  Adverse emotional responses include fear, anxiety, vulnerability, guilt, loss of confidence, anger, stress and self-perception issues. |