

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small>  <p>Patients are our customers</p>	<b>6. CUSTOMER CONSTRAINTS</b> <small>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.</small>  <p>Scope ,cost and time are the cons of proper management. Risk, resource and quality.</p>	<b>5. AVAILABLE SOLUTIONS</b> <small>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</small>  <p>Regular eye exams, good control of blood sugar and blood pressure</p> <p>Early intervention for vision problems can helps prevent severe vision loss.</p>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>  <p>To avoid the final stage of diabetic retinopathy.</p> <p>Earlier detection of diabetic retinopathy using some symptoms.</p>	<b>9. PROBLEM ROOT CAUSE</b> <small>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.</small>  <p>Irregular checking.</p> <p>Foods also can cause diabetic retinopathy.</p>	<b>7. BEHAVIOUR</b> <small>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)</small>  <p>Searching from social media.</p> <p>Asking a friend for advice.</p>	
	<b>3. TRIGGERS</b> <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>  <p>Word of mouth and social media.</p> <p>Asking a doctor for advice.</p>	<b>10. YOUR SOLUTION</b> <small>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.</small>  <p>Regular checkup.</p> <p>Take healthy food.</p> <p>Diet control.</p>	<b>8. CHANNELS of BEHAVIOUR</b> <b>8.1 ONLINE</b> <small>What kind of actions do customers take online? Extract online channels from #7</small>  <p>They will search for the relevant n social media.</p>	
Identify strong TR & EM	<b>4. EMOTIONS: BEFORE / AFTER</b> <small>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.</small>  <p>It can cause vision loss and blindness.</p> <p>It can cause spots floating in vision and flashes of light</p>	<b>8.2 OFFLINE</b> <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>  <p>They ask a friends and neighbors for a advice.</p>	Extract online & offline CH of BE	