

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>The early detection important for the diabetic patients as diabetic retinopathy is irreversible. The Diabetic retinopathy can be detected using the fundus image of the patient and can be stored in the database.This is more useful than the manual examination</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>The diabetic retinopathy does not nave any specific symptoms so they fail to notice the illness. Many people do not know about diabetic retinopathy and its adverse reaction.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Laser treatment to treat the growth of new blood vessels at the back of the eye (retina) in cases of proliferative diabetic retinopathy, and to stabilize some cases of maculopathy. eye injections - to treat severe maculopathy that's threatening your sight.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div><div>The problem is once the diabetic retinopathy is severe, it cannot be done.</div><div>And the severity of diabetic retinopathy results in serious eye illness and also results in losing vision. So, the early detection is important if the patient has diabetes.</div></div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>Diabetic retinopathy is caused by changes in the blood vessels of the retina, the light-sensitive layer of tissue at the back of the inner eye. In some people with diabetic retinopathy, the blood vessels in the retina may swell and leak fluid. In others, abnormal new blood vessels grow on the surface of the retina.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div><div>This model helps in the early detection of diabetic retinopathy using the fundus images.</div><div>It consumes less time than the manual examination.</div><div>Also, accuracy is more compared to other techniques.</div></div></div>	
	Focus on J&P, tap into BE, understand RC	Focus on J&P, tap into BE, understand RC	Focus on J&P, tap into BE, understand RC	

3. TRIGGERS

TR

The triggers in diabetic retinopathy patients are

- Spots or dark strings floating in your vision (floaters)
- Blurred vision.
- Fluctuating vision.
- Dark or empty areas in vision.

Vision loss.

4. EMOTIONS: BEFORE / AFTER

EM

Before: Adverse emotional responses include fear, anxiety. vulnerability, guilt, loss of confidence, anger, stress and self perception issues.

After: Early detection and diagnosis gives sense of hope among patients.

10. YOUR SOLUTION

SL

Our solution involves the deep learning model with fundus images that detect the severity of the diabetic retinopathy among diabetic patients and the apt diagnosis done after the early detection.

8. CHANNELS OF BEHAVIOUR

CH

The diabetic patients have to take the eye examination in the regular interval time. Then only retinopathy can be detected early and proper diagnosis can be done.