

| | | | | |
|--|---|--|---|------------------------------|
| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S) People with skin disease especially Erythema.. People of all ages are accounted.</div> <div>CS</div> | <div>6. CUSTOMER CONSTRAINTS Irrelevant prediction of disease, Network connectivity issues, camera quality issues,</div> <div>CC</div> | <div>5. AVAILABLE SOLUTIONS One existing solution is that users can take picture of the skin and get relevant disease predicted as output. But this prediction isn't said to be accurate and has unreliable outputs</div> <div>AS</div> | Explore AS, differentiate BE |
| | <div>2. JOBS-TO-BE-DONE / PROBLEMS Instead of consulting doctors face to face , the users can virtually get their skin abnormalities detected and identified with high accuracy.</div> <div>J&P</div> | <div>9. PROBLEM ROOT CAUSE Nowadays,skin diseases are taken for granted and people tend to ignore it assuming to be normal allergies. But this could eventually lead to fatal conditions.</div> <div>RC</div> | <div>7. BEHAVIOUR Users need to capture/scan the affected area of skin for some amount of time and obtain the detected disease for further process.</div> <div>BE</div> | |
| Focus on J&P, tap into BE, understand RC | | | | |
| | | | | |
| Identify strong TR & EM | <div>3. TRIGGERS Awareness about how serious skin diseases are. Curiosity to use and feel the application.</div> <div>TR</div> | <div>10. YOUR SOLUTION The application is able to analyze the individual's affected skin area against the person's normal skin tone and texture and provide a specific treatment solution and can give alternative treatments as well.</div> <div>SL</div> | <div>8.CHANNELS of BEHAVIOUR 8.1 ONLINE Actions that users take online is that they need to capture their affected area and obtain the predictions. 8.2 OFFLINE Actions that users take offline is that they could consult specialists of a particular disease ,erythema and take further medications.</div> <div>CH</div> | Identify strong TR & EM |
| | <div>4. EMOTIONS: BEFORE / AFTER Stressed, Depressed > Confident and optimistic. Confusion > Clear mind and actions. insecure > Secured</div> <div>EM</div> | | | |

| | | | |
|--|--|--|--|
| | | | |
|--|--|--|--|