Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Patients suffering from diabetics come under the category of individual users.

A group of medical professionals come under the category of business users

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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.

lack of awareness.

Medical expenses are high.

False hopes on technologies.

(people believe doctors more than technologies)

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

Regular eye exams, taking control of blood sugar levels, taking regular medicines.

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.

A patient needs a way to detect Diabetic Retinopathy as early as possible because the treatment can reduce the risk of vision loss.

Manual diagnosis requires much time and cost to identify or predict unlike the computer aided system.

This causes people less aware of this disease and leads to blindness.

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.

Users are reluctant to do the tedious and trivial calculations Diabetic Retinopathy (DR) is a common complication of diabetes mellitus, which causes lesions on the retina that affect vision. Unfortunately, DR is not a reversible process, and treatment only sustains vision. The manual diagnosis process of DR retina fundus images by ophthalmologists is time, effort and cost-consuming and prone to misdiagnosis unlike computer-aided diagnosis systems.

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)

One can seek a professional physician through online or offline methods.

one can head to dietician and ask for healthy routines.

Or control the blood sugar levels.

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.

By seeing how many patients' visions can be saved by early detection of diabetic retinopathy.

Also it is user friendly , time and cost efficient.

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.

BEFORE:
Feeling insecure with the condition.
User is not aware of that the diagnosis may lead to blindness.

AFTER:
If treated early, vision will be corrected and regained.
loss of vision can be controlled in large scale

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.

we are building a deep learning model using CNN that could detect the DR accurately, which minimizes the cost and time.
when the problem is detected early using our software,

Manage your diabetes.
● Make healthy eating and physical activity part of your daily routine.
● Try to get at least 150 minutes of moderate aerobic activity, such as walking,
each week.
● Take oral diabetes medications or insulin as directed

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.

ONLINE:
reading articles about the disease.
find some homemade treatments and follow them.
find the root cause for the problem.

OFFLINE:
Go for a doctor
Optical coherence tomography, fundus fluorescein angiography, slit lamp biomicroscopy, and fundus imaging

Identify strong TR & EM