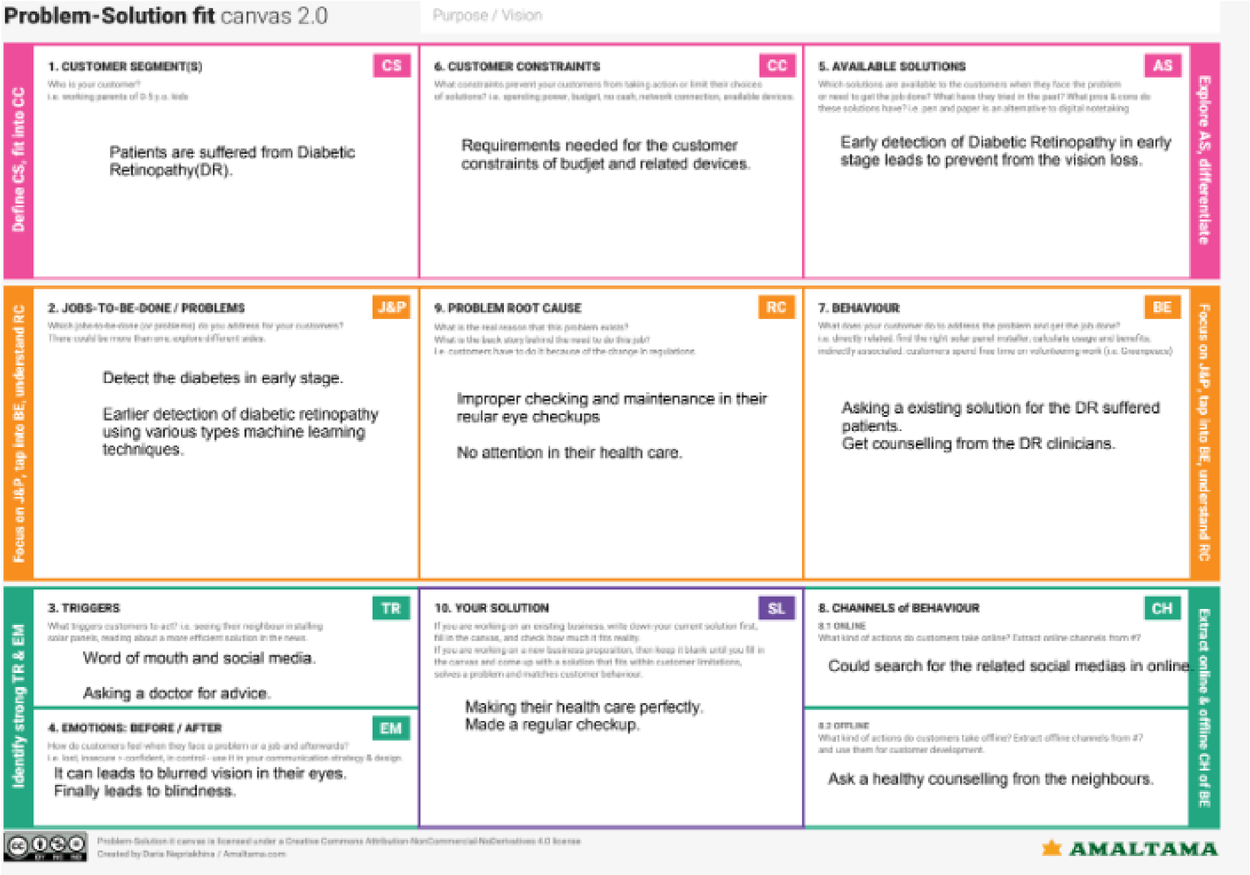
Team ID : PNT2022TMID52149

Project name: Deep learning fundus image analysis for early detection of diabetic retinopathy



**Problem-Solution fit** canvas 2.0

Purpose / Vision

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 are suffered from Diabetic Retinopathy(DR).

**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.

Requirements needed for the customer constraints of budjet and related devices.

**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

Early detection of Diabetic Retinopathy in early stage leads to prevent from the vision loss.

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.

Detect the diabetes in early stage.

Earlier detection of diabetic retinopathy using various types machine learning techniques.

**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.

Improper checking and maintenance in their reular eye checkups

No attention in their health care.

**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)

Asking a existing solution for the DR suffered patients.
Get counselling from the DR clinicians.

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.

Word of mouth and social media.

Asking a doctor for advice.

**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.

It can leads to blurred vision in their eyes.
Finally leads to blindness.

**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.

Making their health care perfectly.
Made a regular checkup.

**8. CHANNELS of BEHAVIOUR** CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Could search for the related social medias in online.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Ask a healthy counselling fron the neighbours.

Extract online & offline CH of BE

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