Date:10 October 2022

Project Title: AI based localization and classification of skin disease with erythema

Project Id:PNT2022TMID46454

Define CS, fit into CC

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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1. CUSTOMER SEGMENT(S) — CS

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

The Customers are the "Patients" who is suffering from a skin disease or allergy.

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.

The constraints are the lack of product in the market due to great demand of the product or due to high cost of the particular product.

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

If they know the disease that affected and use of correct medicine accordingly. So they can cure the disease in perfect manner.

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

The patients are recommended to capture the affected area in their skin and upload it in the app to classify the disease by the experts and get suggestion to cure the disease.

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.

The root cause is due to the exposure of skin to chemical products or not taking good care of the skin.

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)

To know the disease well and use the suitable medicine. Next, to share the weekly update of affected area and recovering from the disease using the app where we have the best suggestions to cure the disesase.

lt3.TRIGGERS — TR

Whattriggerscustomerstoact?i.e.seeingtheimeighbourinstallingsolarpanels,reading aboutamoreefficientsolutioninthenews.

After read or heard the news that our suggested medicine was worked on curing the skin disease of a patient many customers installed the app.

4.EMOTIONS:BEFORE/AFTER — EM

Howdocustomersfeelwhentheyfaceaproblemorajobandafterwards?
i.e.lost,insecure>confident,incontrol-useitinyourcommunicationstrategy&design.

10.YOURSOLUTION — SL

Ifyouareworkingonanexistingbusiness,writedownyourcurrentsolutionfirst,fillinthecanvas,andcheckhowmuchitfits reality.
If you are working on a new business proposition, then keep it blank until you fill inthecanvas andcomeupwitha solutionthat fits withincustomerlimitations,solvesaproblemand matches customerbehaviour.

The solution is to provide the more suggestions of medicine that is available at low cost and precautions that prevent further spreading of disease and weekly

8. CHANNELSof BEHAVIOUR — CH

ONLINE
Whatkindofactionsdocustomerstakeonline?Extractonlinechannelsfrom#7

To know the disease well and use the suitable medicine. And to share the weekly updates and feedback.

OFFLINE
Whatkindofactionsdocustomerstakeoffline?Extractofflinechannelsfrom#7andusethem forcustomerdevelopment.

Identify strong TR & EM	**The patient got depressed and frustrated after seeing the affected area in their skin/after the suggestion of a satisfied customer the current patient also satisfied with our suggestions.**	**update of the patient after using medicine and suggestion of expert doctors.**	**The kind of actions is to get advice from nearby doctors or using home remedies.**	Identify strong TR & EM