

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Person affected with skin redness, Itching and Red spots.

6. CUSTOMER CONSTRAINTS

CC

- If there is no early or conventional diagnosis of the symptoms.
- If we have problem in monetary support for doctor's consultation.
- Basic knowledge of using application.
- Clarity of images.
- Availability of resources.

5. AVAILABLE SOLUTIONS

AS

People can upload the image of the skin, the model localize and detect the skin disease.

Explore AS, differentiate

Focus on J&P, tap into

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Follow traditional treatment.
- Early diagnosis.
- Taking proper treatment according to Doctor's suggestions.
- Lack of traditional treatment.

9. PROBLEM ROOT CAUSE

RC

- If there is increase of pressure on particular area,
- Mosquito bites,
- Allergic reactions,
- Usage of expired chemicals.

7. BEHAVIOUR

BE

Behave strange and tempting to know the cause of the symptoms.

Focus on J&P, tap into C

Identify strong TR & EM

3. TRIGGERS

TR

Using the existing methodology, localization and classification of redness will be much easier than the existing.

10. YOUR SOLUTION

SL

A software application which is used to localize and classify the type of skin disease using Conventional Neural Networks(CNN).

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

Searching video references for self treatment.

8.2 OFFLINE

Getting advice from elders.
Doctor's consultation.

Extract online & offline CH of BE

4. EMOTIONS: BEFORE / AFTER

EM

Before:

Being frustrated/Later diagnosis/Loss of taking prevention measures.

After:

Recovery, Getting relief, Happy to restart.