Project Design Phase-I - Solution Fit Template

Project Title: AI based localization and classification of skin disease using erythema   **Team ID:** PNT2022TMID01254

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?

- ❖ People who have skin disease and those who are suffering from skin related problems.
- ❖ Doctors also use this application for diagnose and predict the skin disease.

6. CUSTOMER CONSTRAINTS —

What constraints prevent your customers from taking action or limit their choices of solutions?

- ❖ Budget
- ❖ Unable to travel with their infection.
- ❖ Dermatology Hospitals are not common in rural areas
- ❖ Shame and shy

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?

Doctor consultation

Pros:
- ❖ Onsite treatment is always best because the doctors can treat the patient with better care and hospitality.

Cons:
- ❖ Travelling
- ❖ Budget

`J&P`

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?

- ❖ Create dataset with the images of relevant skin disease.
- ❖ Train the dataset using the training set and classify the skin disease according to their relevant types.

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?

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- ❖ People neglecting their symptoms in the early stages that lead to serious problems.
- ❖ They are not aware of the symptoms which may lead to skin cancer.
- ❖ Due to unavailability of Dermatology hospital near them and due to the expense

7. BEHAVIOUR `BE`

What does your customer do to address the problem and get the job done?

- ❖ Install the app
- ❖ Upload the images of their disease.
- ❖ Get result and suggestion

Identifyng TR & EM

3. TRIGGERS

What triggers customers to act ?

- ❖ When people are not sure of their skin disease and they are unable to classify whether it falls under the category of major or minor disease.
- ❖ When they can't able to bear the pain and irritation caused by the skin disease.
- ❖ When their surroundings started to ask about their skin and they feel embarrassed.

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?

Before:
- ❖ Insecure
- ❖ Embarrassed
- ❖ Depressed and stressed
- ❖ Confused

After:
- ❖ Confidence
- ❖ Social Involvement
- ❖ Clear and informed about the disease
- ❖ Safe and Secure

10. YOUR SOLUTION

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 developing a model that is used for the early detection and prevention of psoriasis and skin cancer in order to solve the aforementioned issue. In general, the diagnosis of skin diseases depends on many traits like colour, form, texture, etc. Here, a person can take skin-related pictures, which will subsequently be sent to a trained model. The model examines the image to determine whether or not the subject has a skin condition.

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

What kind of actions do customers take online?

- ❖ They can check their symptoms
- ❖ They can predict the disease in early stages.
- ❖ Refer other sites to get information about their disease.

8.2 OFFLINE

What kind of actions do customers take offline?

- ❖ Upon getting the results from the app they can verify and get treatment from hospitals.
- ❖ Doctor consultation