

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids</div> <div>CS</div> <div>People over age 45 are affected with diabetics & Obese People are the Customers.</div>	<div>6. CUSTOMER CONSTRAINTS 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.</div> <div>CC</div> <div>High cost for diabetic diagnosis & less efficient reports.</div>	<div>5. AVAILABLE SOLUTIONS 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</div> <div>AS</div> <div>Traditional diagnosis of disease and eye diagnosis which is costlier & time consuming process.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for</div> <div>J&P</div> <div>Root Analysis of diabetics should be done and need to be aware of common symptoms for diabetic retinopathy like vision blindness, blurred vision etc...</div>	<div>9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back</div> <div>RC</div> <div>Not following healthy diet, not doing any kind of activity or exercises in daily basis.</div>	<div>7. BEHAVIOUR 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</div> <div>BE</div> <div>Consult the doctor and get medical assistance.</div>	
Focus on J&P, tap into BE, understand RC		Focus on J&P, tap into BE, understand RC		

<div>3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></div> <div>TR</div> <div>An efficient and early detection of disease will trigger peoples.</div>	<div>10. YOUR SOLUTION <small>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.</small></div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOUR <small>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.</small></div> <div>CH</div>
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Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER



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.

More fear for vision blindness and even death.

Using AI & DL, Image Analysis, allowing patients to get their diagnosis done right away from their homes.
Because of AI & DL the reports generated are more accurate and efficient for further analysis. This technology can easily detect the disease in early stage itself.

Most people prefer visiting doctor in-person for diagnosis since, this disease cannot be identified over a phone call.