# Project Title: Deep Learning Fundas Image Analysis for Early Detection of Diabetic Retinopathy **Project Design Phase-I - Solution Fit Template** Team ID: PNT2022TMID24490

People over age 46

are affected with

People are the

Customers

diabetics & Obese

# 1. CUSTOMER SEGMENT(S)

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

their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

#### 6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices.

High cost for diabetic diagnosis & less efficient reports.

#### 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 is an alternative to digital notetaking

> Traditional diagnosis of disease and eye diagnosis which is costlier & time consuming process.

### 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.

> Root Analysis of diabetics should be done and need to be aware of common symptoms for diabetic retinopathy like vision blindness, blurred vision etc...

### 9. PROBLEM ROOT CAUSE



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.

> Not following healthy diet, not doing any kind of activity or exercises in daily basis.

# 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 usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

> Consult the doctor and get medical assistance.

Explore AS, differentiate

# 3. TRIGGERS



What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

A (C.)

An efficient and early detection of disease will trigger peoples.

# 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.

# 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.

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.

# **8.**CHANNELS of BEHAVIOUR



#### 8.1 ONLINE

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

#### 3.2 OFFLINE

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

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