





## 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.

## 8. CHANNELS of BEHAVIOUR

8.1 ONLINE

SL

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

CH

8.2 OFFLINE

What kind Of actions dO custOmers take offline? Extract Offline channels from #7 and use them for custOmer development.

## 4. EMOTIONS: BEFORE / AFTER

ΕM

How do customers feel when they face a problem or a job afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

More fear of vision blindness and evendeath.

Using Al & DL, Image Analysis, allows patients to get their diagnosis done rightaway from their homes.

Because of Al & DL, the reports generated aremore accurate and efficient for further analysis. This technology can easily detect the disease in its early stage itself.

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