Project Design Phase-I - Solution Fit Template
Team ID: PNT2022TMID24494
Project Title:Deep learning Fundus Image Analysis for Early Detection of Diabetic Retinopathy

Define CS, fit into CC

1. CUSTOMER SEGMENT

CS

->Diabetic patients

6. CUSTOMER CONSTRAINTS

CC

The Consumer product may not appeal to public as it is entirely controlled by an AI
May not be available to all remote location at once

5. AVAILABLE SOLUTIONS

AS

The current method is mostly done manually by medicinal professional and it either takes way too long for the diagnosis and some results are not as reliable.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2.PROBLEMS

J&P

No reliable methods to detect the Diabetic retinopathy

9. PROBLEM ROOT CAUSE

RC

Caused due to bursting of light sensitive blood vessels and nerves in eyes due to diabetes

7. BEHAVIOUR

BE

To use AI and replace early models with deep learning model and boost accuracy and decrease the cost of using a service

Focus on J&P, tap into BE, understand RC

3. TRIGGERS TR

Hearing from other patients and finding promising results.

4. EMOTIONS: BEFORE / AFTER EM

They feel afraid that they are trusting an AI about their medical evaluation.

They are relieved when they are diagnosed with diabetic retinopathy and cured at earliest

10. YOUR SOLUTION SL

To provide a deep learning model that can diagnose and analyze the image and detect the disease at its earliest which can help patients to avoid blindness since if not treated at early stages the damage caused is irreversible

8. CHANNELS of BEHAVIOR CH

8.1 ONLINE

The patient can send a picture to service and get a complete diagnosis report

8.2 OFFLINE

Through screening camps at hospitals or at awareness camps or at local clinics

Identify strong TR & EM