

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Patients having Diabetes who aie most likely to be affected by Diabetic Retinopathy.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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>Feaí of being a victim of the disease oí self- assumption of misconstíuing the disease foí one oí the otheí oí taking self-medication hoping it will cuíe the condition.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>Diabetic patients can take manual test to check if they aie affected by Diabetic Retinopathy by píofessionals and píopeí diagnosis can be done accoódingly.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>Diabetic patients should have the image of theíí eyes with cleaí claííty so that accuíate íesults can be obtained.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div>Patients have to undeígo this test and get eaíly diagnosis because if untíeated foí too long they might end up losing theíí eyesight peímanently and that condition can not be íeveísed theíeafteí.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div><div>Patients should upload a cleaí image of theíí eyes onto the website to obtain accuíate íesults.</div></div>	

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

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

Identify strong TR & EM	<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>Seeing other diabetic patients pick detecting Diabetic Retinopathy and witnessing their clear vision after early treatment.</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <p>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.</p> <p>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.</p> <p>Diabetic Retinopathy can be effectively detected by using CNN algorithm in Machine Learning and transfer learning techniques.</p>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p><b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from 7</p> <p><b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from 7 and use them for customer development.</p> <ol style="list-style-type: none"> <li>1. Patients should upload the image of their eye onto the website.</li> <li>2. First, they have to capture a clear snap of their eye with clear clarity.</li> </ol>	Identify strong TR & EM
-------------------------	---	--	---	-------------------------

	<p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</p> <p>Initially when detected they feel vulnerable and confused. But later after once diagnosis is being done they feel relieved and reassured with a happy life.</p>			
--	--	--	--	--

