**Project Title:** AI-based localization and classification of **Project Design Phase-I** - **Solution Fit Team ID:** PNT2022TMID52767

skin disease with erythema

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

**5. AVAILABLE SOLUTIONS**

* Home remedies are the first choice when it comes to treating skin diseases
* Doctors/skin specialists are approached to identify the cause of the disease and its treatment

**AS**

* Network connection
* Privacy and security concerns
* Lack of transparency

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

* Patients with skin diseases
* General population including both men and women of all ages

**Explore AS, differentiate**

**Define CS, fit into CC**

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

* Customers do online search to find out alternative solutions to solve the problems they face.
* Once the customers feel satisfied with the results given out by a particular solution they start trusting it and make it as their go to solution.

**BE**

**7. BEHAVIOUR**

**RC**

**9. PROBLEM ROOT CAUSE**

Nowadays as it is difficult to schedule appointments with doctors immediately, customers are on the lookout for other solutions that enable them to get a beforehand diagnosis before meeting up with the medical experts

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

* Classifies skin diseases based on the images captured from the camera and the symptoms stated by the customer.
* Home remedies were suggested based on the disease classified.
* Skin specialists were suggested based on the severity of the disease.

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

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

**Identify strong TR & EM**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**   * In this busy world, appointments with physicians and skin specialists are difficult to schedule and hence get delayed. * This triggers customers to move onto online solutions to address their skin problems     **Identify strong TR & EM** | **10. YOUR SOLUTION SL**   * Build a chatbot that identifies the skin disease based on the images uploaded and statements given by the customers with respect to the questions asked. * Based on the disease classification, remedies were suggested | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   Customers are able to identify skin diseases without the aid of doctors   * 1. **OFFLINE**   Customers are able to try out the simple home remedies suggested by the chatbot |  |
| **4. EMOTIONS: BEFORE / AFTER**  **BEFORE EM**  Customers get frustrated at not getting appointments with skin specialists when needed at the right time.  **AFTER**  Customers feel relieved at knowing the type of skin disease and its cause beforehand. This saves them from making appointments with doctors unnecessarily. |