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**AS**

**5. AVAILABLE SOLUTIONS**

Manual microscope-based diagnosis

➤ Pros: Low cost

➤ Cons: Time-consuming, needs expert knowledge

Rule-based image classifiers

➤ Pros: Fast

➤ Cons: Low accuracy

Some existing AI models

➤ Pros: Automated

➤ Cons: Not trained on relevant datasets, poor generalization

a).Limited computing resources

b).Lack of AI expertise in rural labs

c).Budget constraints for small clinics

d).No consistent internet in remote areas

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

a).Diagnostic labs (urban & rural)

b).Hospitals and healthcare providers

c).Pathologists and lab technicians

d).Medical AI companies

e).NGOs working in rural healthcare diagnostics

**Explore AS, differentiate**

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

**Define CS, fit into CC**

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

**BE**

**7. BEHAVIOUR**

Direct: Use microscope, take cell count manually, consult pathologist

Indirect: Send samples to external labs, rely on delayed reports

**RC**

**9. PROBLEM ROOT CAUSE**

a).Traditional blood cell classification is heavily dependent on human skill

b).There is no standard, fast, and reliable method available in all areas

c).Rising patient load makes manual classification infeasible

**J&P**

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

a).Need to classify blood cells accurately for diagnosing diseases

b).Reduce human error in manual classification

c).Speed up blood test result processing

d).Overcome shortage of trained professionals

|  |  |  |  |  |
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| **Identify strong TR & EM** | **3. TRIGGERS**  **TR**  Increase in diagnostic errors in under-equipped labs   * Surge in demand for automated healthcare solutions * Rise of AI adoption in medical fields * Regulatory push for standardized diagnostics | **10. YOUR SOLUTION**  **SL**  HematVision is a deep learning-powered system that uses transfer learning to classify blood cells accurately.   * Fast, automated image-based classification * Uses pre-trained CNNs fine-tuned on medical data * Works offline or on lightweight systems * Minimizes diagnostic errors and supports pathologists | 1. **CHANNELS of BEHAVIOUR**  **CH**    1. **ONLINE**   Viewing tutorials on microscope usage   * Accessing cloud diagnostic platforms (if available) * Watching YouTube videos on blood cell classification | **Extract online & offline CH of BE** |
| **4. EMOTIONS: BEFORE / AFTER**  **EM**  Before: Confusion, delay, stress, helplessness (especially in rural labs) After: Confidence, clarity, control, accuracy, reliability | **8.2 OFFLINE**  Manual microscopy and record keeping   * Printed blood smear atlases * Training workshops for lab technicians |

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