

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Senior citizens	6. CUSTOMER CONSTRAINTS CC No Proper awareness about the approach	5. AVAILABLE SOLUTIONS AS ->SPECT scan	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS JP Physical and Mental illness. Physical illness such as shivering, bad posture and mental illness such as memory loss	9. PROBLEM ROOT CAUSE RC A loss of nerve cells in the part of the brain	7. BEHAVIOUR BE The customer uses various applications such as ours to detect if he has Parkinson's disease	

Identify strong TR & EM	3. TRIGGERS TR Doctors believe that environmental causes may help trigger Parkinson's disease. Exposure to chemicals, like pesticides. Working with heavy metals, detergents and solvents have the affects.	10. YOUR SOLUTION SL There are many ways people living with Parkinson's disease can improve their health and well-being, preserve physical function, symptoms and enhance quality of life. Along these things they are getting regular exercise, eating a healthy diet, staying hydrated and getting an good amount of sleep.	8. CHANNELS of BEHAVIOR CH 8.1 ONLINE People with Parkinson's disease can find local support groups, educational programs, health and wellness activities, and events using the search tool on the ASDA's website. The Parkinson's Foundation also offers information about local resources, support groups, wellness classes, and educational programs.	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM BEFORE: Patients may experience a range of mental health issues. These can range from depression and anxiety to hallucinations and memory problems. Anxiety and depression are most common mental health symptoms. AFTER: Symptoms begin gradually and gets worse over time. As the disease progresses, patient have difficulty in walking and talking. They may also have mental and behavioral changes, sleep problems, depression and memory difficulties.		8.2 OFFLINE There is a better way. FCP Live-In can ensure your loved one receives quality, one-on-one Parkinson's disease care at home, where they already feel comfortable and secure.	

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