

Define CS, fit into CC	<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><ul style="list-style-type: none"><li>Person with Parkinson Disease Symptoms.</li><li>Those over 65 more who are in the high-risk zone for the illness.</li><li>People who does a full body check up.</li><li>Prediction for a cost-free diagnosis.</li></ul></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><ul style="list-style-type: none"><li>Does not require the cost for treatment.</li><li>No requirement to visit a hospital for their Check up.</li><li>Appropriate internet connectivity is available.</li><li>Social and environment factors.</li></ul></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><ul style="list-style-type: none"><li>Prediction by speech.</li><li>Prediction by writing speed and pressure.</li><li>Prediction by impaired posture and balance.</li><li>Prediction by Drawing using an hands drawn spirals and waves.</li></ul></div>	Explore AS, differentiate
	<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><ul style="list-style-type: none"><li>Clinical Evaluation done in Online.</li><li>Treatment records are update according to their changes.</li><li>Making an accurate diagnosis.</li><li>More customers that can easily detection can cause a less damage.</li></ul></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><ul style="list-style-type: none"><li>A lot of people are uncertain about the condition.</li><li>People are reluctant to get testing because of the expense and travel consideration.</li><li>Many comparable symptoms can lead people to make judgment.</li></ul></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><ul style="list-style-type: none"><li>Participate in studies on the disease, its symptoms and possible cures.</li><li>Patients detected with parkinson can directly consult with doctor.</li><li>Prepare for crisis situation.</li><li>Look for measures to stop the spread of the illness.</li></ul></div>	
<div>3. TRIGGERS<div>TR</div></div> <div><ul style="list-style-type: none"><li>Publication on social media that promote awareness.</li><li>Specified symptoms-focused advertisements.</li></ul></div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>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. If you are working on a new business proposition, then keep it blank until you fill inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div> <div>Detection of Parkinson disease using the spiral and wave drawing can quantify the visual appearance of these drawings and then train a machine learning model to classify them. We can use the Histogram of Oriented Gradients (HOG) image descriptor along with a Random Forest classifier to automatically detect Parkinson’s disease in hand drawn image of spirals and waves.</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div> <div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.</div> <div><ul style="list-style-type: none"><li>Online:</li><li>24/7 it available.</li><li>Browser physical profiles and schedule visits.</li><li>Online prediction is simple and cost free.</li><li>Offline:</li><li>Make an appointment and go to the doctor.</li><li>Diagnosis suggestion is difficult.</li></ul></div>	Identify strong TR & EM	
<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>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.</div> <div><ul style="list-style-type: none"><li>Before: Nervousness, anxiety, fear, stress</li><li>After with Parkinson: Denial, insecurity, fear, anxiety, depression.</li><li>After without it: Happy, relief, calm, comfort</li></ul></div>				