

Define CS, fit into CC	<div>1.Customer segment(S)<div>CS</div></div> <div>People around age 60 or older</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Parkinson's disease can't be cured, but medications can help control the symptoms. It's best known for causing slowed movements, tremors, balance problems and more.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>There's currently no cure for Parkinson's disease, but treatments are available to help relieve the symptoms and maintain your quality of life. These treatments include: - supportive therapies, such as physiotherapy - medication - surgery (for some people) You may not need any treatment during the early stages of Parkinson's disease as symptoms are usually mild.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>-> accurate prediction of Parkinson's disease. -> application through which common people can detect the presence of Parkinson's disease.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Parkinson's disease is caused by a loss of nerve cells in the part of the brain called the substantia nigra. Many researchers now believe that Parkinson's results from a combination of genetic and environmental factors, as exposure to toxins.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Parkinson's disease (PD) is now being recognized as a complex illness with numerous behavioral symptoms, in addition to the well-recognized motor symptoms such as tremor, rigidity, postural instability, and bradykinesia. Depression, anxiety, psychosis, and cognitive changes are all extremely common in PD.</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div>Medical experts believe that environmental causes may help trigger Parkinson's disease. Exposure to farming chemicals, like pesticides and herbicides; Vietnam-era exposure to Agent Orange; and working with heavy metals, detergents and solvents have all been implicated and studied for a clearer link.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>Parkinson's disease can be controlled but cannot be cured completely. In some more advanced cases, surgery may be advised. The health care provider may also recommend lifestyle changes, especially ongoing aerobic exercise.</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE Online research on possible solutions and reviews of existing products. 8.2 OFFLINE Visit various medical device manufacturer as see if they have any device that serves the purpose or devices that could be tailor made to their problems.</div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>Many people with Parkinson's disease note that prior to experiencing stiffness and tremor, they had sleep problems, constipation, loss of smell, and restless legs. They may experience a range of mental health issues alongside your physical Parkinson's symptoms. These can range from depression and anxiety to hallucinations, memory problems and dementia. Anxiety and depression are two of the most common mental health symptoms that affect people</div>			