

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Individual users: Senior citizens and family users.
Business users: Medical team.

6. CUSTOMER CONSTRAINTS CC

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.

1. Senior citizens may find it difficult to use the app.
2. Poor network connection.

5. AVAILABLE SOLUTIONS AS

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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

1. Manual examination by doctor. But it can be detected at second stage only.
2. Already available solutions have less accuracy which is overcome by our model by integrating the spiral drawings of normal and diseased persons.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

1. Manual detection by doctor can be done at second stage only which is solved by our model.
2. Less intervention of medical team.

9. PROBLEM ROOT CAUSE RC

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.

1. No standard method to detect Parkinson's disease at early stages.
2. Less accuracy in already existing solutions.

7. BEHAVIOUR BE

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)

1. Visits the website for research and lists pros and cons of available solutions.
2. Gets the sample required (hand drawn spiral images) for the application.

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

Identify strong TR & EM

3. TRIGGERS TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

1. Difficult early detection of disease.
2. Less intervention of medical team.
3. Less accuracy of already available solutions.

4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before: The users doubt the ease of use and accuracy of the application.

After: Users are confident to use the application because of easy interface and trust the accuracy of application.

10. YOUR SOLUTION SL

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 in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

An application which uses a neural network and different ML algorithms like regression and classification to detect the disease using hand drawn spiral images to infer if the person has Parkinson's disease and if they are identified then it assesses the severity of the disease in accordance with the Movement Disorder Society Unified Parkinson's Disease rating scale.

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Online

1. Performs careful research before trusting the application.
2. Carefully analyses the severity of disease.
3. Checks available treatment options.

Offline

1. Identifies nearby medical centres and checks for availability of the doctor.
2. Follows the recommendations of doctor.

Identify strong TR & EM