

Define CS, fit into	<p><b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span></p> <p>Who is your customer?</p> <p>People who sense nervous disorder or symptoms related to Parkinson's disease. Symptoms includes rigidity of muscles, illusions and so on.</p>	<p><b>6. CUSTOMER</b> <span>CC</span></p> <p>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.</p> <p>Network connection may cause trouble as the website will be deployed. Laptops or mobile phones need to be available.</p>	<p><b>5. AVAILABLE SOLUTIONS</b> <span>AS</span></p> <p>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</p> <p>Disease can be detected using existing methods but the accuracy of the disease may not be accurate.</p>	Explore AS,
	Focus on J&P, tap into BE, understand	<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span></p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p>To be aware of the disease among the minds of the people to be safe and live a longer life happily.</p>	<p><b>9. PROBLEM ROOT CAUSE</b> <span>RC</span></p> <p>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.</p> <p>People are unaware that Parkinson's disease exists. This may cost their life at danger. Early prediction of this disease can prevent one's life from danger.</p>	
Identify strong TR & EM		<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>Customers need to use electronic device and know the usage of the device up to an extent.</p> <p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>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.</p> <p>Customer will take proper precautions and lead a peaceful life.</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <p>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.</p> <p>Solution aims to detect the Parkinson's disease in hand-drawn images of spirals and waves using Machine Learning.</p>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p><b>8.1 ONLINE</b></p> <p>What kind of actions do customers take online? Extract online channels from #7</p> <p>Have a stable internet connection and use Google Chrome, Mozilla Firefox.</p> <p><b>8.2 OFFLINE</b></p> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>Make sure to have an electronic device such as mobile phone or laptops.</p>