

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

- a)Family users
- b)Old age people or senior citizen of our location.
- c)Healthcare workers or medical team workers.
- d)Working people because sometimes they don’t get time to visit doctors(due to work pressure)

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.

- a)Budget
- b)Easy interface
- c)Customers finding difficult to use the application due to lack of education.
- d)Not exposed to the application due to unavailability of devices.
- e)Network connectivity

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

- a)It is beneficial, advantageous, accurate (precise) application.
- b)Makes the user to be aware in detecting the disease in prior.

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.

- a)To make awareness of this application for detecting Parkinson’s disease using machine learning.
- b)No idea about organizing the data.
- c)Need to identify the symptoms of the Parkinson’s disease.

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.

- a)Detection and prediction of Parkinson’s disease.
- b)Reducing the interference or interruption of the medical crew or health care workers.

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)

- a)The input data or information will be fed into the application interface.
- b)Recommends and guides variety of actions and solutions once after the disease is detected.
- c)Building and integrating the application so that it can interact with the user regarding the disease.

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

Identify strong TR & EM

3. TRIGGERS

TR

There is no other genuine application for detecting and knowing about the Parkinson’s Disease.

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.

Because of incomplete solution and result , the patient gets disappointed and lacks positivity.

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 .

It processes the spirals or waves drawn by the patients which infers that whether the person has Parkinson’s disease or not, and if they are identified with the disease it assess the severity of the disease using Machine learning algorithms .The true and fake data samples will be entered by the users in this application.

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.

- 1.ONLINE - checks for the availability of doctors, careful analyses about the disease and identifies for nearby health centres.
- 2.OFFLINE - checks for the presence of doctor, recommending or suggesting medical steps from the natural point of view , and availability of hospitals.

Identify strong TR & EM