

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Aged people with symptoms such as shaky carpals, tremors in their hand, mobility issues among other issues, looking for an accurate diagnosis.</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</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>Lack of access to well equipped neuro specialty hospitals due to geographical location, transportation barrier, financial inability etc.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</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 & cons do these solutions have? i.e. pen and paper is an alternative to digital note taking.</div><div>There is no single test to diagnose Parkinson's Disease. The only existing solution is to conduct a series of invasive medical and imaging tests along with the consultation of a doctor to determine a diagnosis.</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</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>The idea of a self administered test to diagnose parkinson's disease will tremendously help in making diagnoses faster and easier thus ensuring that treatment can be availed in a timely manner to curb the side-effects.</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>What is the real reason that this problem exists? What is the backstory behind the need to do this job? i.e. customers have to do it because of the change in regulations.</div><div>Lack of accessibility to resources to get a Parkinsonism diagnosis. This is due to a combination of absence of a fixed defined test for Parkinson's Disease as well as the inability to access the myriad of tests available.</div></div>	<div>7. BEHAVIOUR<div>BE</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>Prospective patients typically have to lose a lot of money on countless tests and doctor's visits before being given a relatively accurate diagnosis of having Parkinson's disease. This is not possible for every potential patient.</div></div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>TR</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>They have a lot of daily struggles such as urinary problems, constipation, insomnia, excessive sleepiness during the day, mobility issues etc which prompt them to try finding a diagnosis and eventually a solution for their problem.</div></div>	<div>10. YOUR SOLUTION<div>SL</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 in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div><div>This solution allows the customer to perform a simple self assessing test to determine whether or not the patient is suffering from Parkison's Disease. The test only involves drawing spirals and waves and uploading it. This is a lot simpler than going through the other invasive tests that might not yield useful results.</div></div>	<div>8.CHANNELS of BEHAVIOUR<div>CH</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 #7 and use them for customer development.</div><div>ONLINE: They might search online for symptoms and compare it to their own to determine if they could be suffering from it.</div><div>OFFLINE: They might ask family and friends if they have heard of their symptoms. They might also approach doctors if they have the means to.</div></div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM				Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER



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: They feel confused, sad and depressed about their quality of life and the lack of control they have over it.

AFTER: They feel more confident about gaining control over their quality of life again.

