Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

People above the age of 50.

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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.

Expensive exams. MRI facility are available only in big hospitals and it's hard for backward people to detect their symptoms at the right time.

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

Parkinson's disease can't be cured, but medications can help control the symptoms, often dramatically. In some more advanced cases, surgery may be advised. Your health care provider may also recommend lifestyle changes, especially ongoing aerobic exercise

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.

- Early prediction
- Easy procedure
- Accurate prediction
- Low cost

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.

Parkinson's disease is caused by a loss of nerve cells in the part of the brain called the substantia nigra. It is an age-related degenerative brain condition, meaning it causes parts of your brain to deteriorate. It's best known for causing slowed movements, tremors, balance problems and more. Most cases happen for unknown reasons, but some are inherited.

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)

Patients with Parkinson's disease can experience several behavioral symptoms, such as apathy, agitation, hyper-sexuality, stereotypic movements, Pathological gambling, abuse of antiparkinsonian drugs, and REM sleep behavioral disorders.

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

rong TR & EM

watching advertisement on various websites related to 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.

Customers cannot do their task properly as they have symptoms of Parkinson's disease. After detecting the disease, customers can take treatment and prevent the symptoms get worsen and show a betterment in their performance

Compared with the dataset of the Parkinson disease person dataset and the disease is detected

after notices some symptoms

Customer take further treatment or medications from hospital

Identify strong