FAIRPLANE

Parkinson's disease detection using machine learning

Based on ten customer interviews and observations from the Fairplane Guided City Tours team

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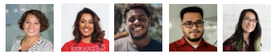

SCENARIO

Parkinson's detection using machine learning algorithms.

	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Symptoms include blank stare, difficulty in swallowing Unintentional or small handwriting, fear of falling etc. Loss in contrast sensitivity, drooling, constipation etc.	Depression and anxiety. Uncertainty over the results.	Patients learn more about the disease and its pattern. Doctors provide frequent consultation and track treatment records.	Become mentally prepared and adapt themselves to it.	Awareness about the disease, lifestyle changes
Interactions What interactions do they have at each step along the way? **People:** Who do they see or talk to? **Places:** Where are they? **Things:** What digital touchpoints or physical objects would they use?	Experience symptoms such as tremor, rigidity etc. Approach a doctor for further consultation. Doctor may opt for a prediction model that doesn't compromise on accuracy.	Discusses the treatment process with the patient.	Advices the patient to engage in fitness activities.		
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Enhanced accuracy in model and prepare the patients mentally. Help patients understand what this is all about	Give patients the confidence to fight the disease.	Doubts over the approach might arise in their minds. Doctors review the record frequently.	The results and accuracy of the model are measured.	With better awareness now, patients can guide others through the process.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Educates people about the disease.		Early detection speeds up the treatment period.		
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Abnormal sleeping patterns, fatigue and depression.	Since the disease is not curable patients get frustrated.		Patients experience difficulty in physical movements.	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?		Patients can get insights from those who have already undergone the process.	Speech processing can be integrated image processing to improvise detection.		