Define CS, fit into CC

1. CUSTOMER SEGMENT(S)



6. CUSTOMER CONSTRAINTS

or limit their choices of solutions? i.e. spending power, budget, no cash,network



5. AVAILABLE Which solutions are available to the customers when they face the problem



- Patients suffering from Parkinson's and their caretakers.
- Doctors treating them.
- Fear of rejection from society.
- Fearing side effects of modern medicines.
- Uncertainty over cure and lack of prior knowledge.
- Single-photon emission computerized tomography (SPECT) scan called a Dopamine transporter (DAT) scan.
- Magnetic resonance imaging (MRI) can be used to help find and diagnose Parkinson's much earlier than other methods.
- Machine Learning model that eases the process of diagnosis and improvises accuracy.

2. JOBS-TO-BE-DONE / PROBLEMS



9. PROBLEM ROOT CAUSE

R

7. BEHAVIOURWhat does your customer do to address the problem and getthe job



the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

sage and benefits; indirectly associated:

- Provide a model for early detection of the disease.
- Accuracy in prediction.
- Predicting the severity of the disease.

Cause of the disease is still not clear. Ageing is often cited as a reason.

- Consult the doctor.
- Remove barriers of hesitation and reach out to people for help.
- Following proper medication and adopting a healthier diet.

3. TRIGGERS

treatment.



10. YOUR SOLUTION

marketing and communication



8.1 ONLINE CHANNELS

online channels from box #7 Behaviour

СН

Focus on J&P, tap into BE, understand

What triggers customers to act? i.e. seeing their neighbour installingsolar panels, eading about a more efficient solution in the news.

To facilitate better access to

 Patients wish to have a better understanding towards their ailment. The machine learning model promotes better

mental blockage.

Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotionsfor

• Faster detection and hence easy to control the severity.

understanding and breaks

- Better accuracy and helps doctors.
- Helps patients lead a normal lifestyle.

8.2 OFFLINE CHANNELS

What kind of actions do customers take offline?

research.



Explore AS, differentiate

elps patients lead a

Regular check up and consultation.

Looking for documentaries on

Online consultation and self

patient's history.

• Support groups.

4. EMOTIONS: BEFORE / AFTER



- BEFORE: No idea regarding the disease, they might feel anxious since there is a cure, they feel insecure.
- AFTER: They move towards a healthy lifestyle, have knowledge towards the disease.
- If you are working on an existing business, write down your current solutionfirst, 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 fillin the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.