Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`

Who is your customer?

Senior Citizen

6. CUSTOMER CONSTRAINTS   `CC`

What constraints prevent your customers from taking action or limit their choices of solutions?

The existing methods are complicated to access and yield viability from patient to patient

5. AVAILABLE SOLUTIONS   `AS`

Which solutions are available to the customers when they face the problem

MRI Scan

PET Scan

SPECT Scan

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?

The existing methods are not reliable and varies from person to person. So we can use machine learning model to detect the 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?

Cognitive assessment varies from person to person

7. BEHAVIOUR   `BE`

What does your customer do to address the problem and get the job done?

The machine learning model uses diagrams drawn by patients to diagnose the disease

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

3. TRIGGERS **TR**

What triggers customers to act? i.e. seeing their neighbors or friends getting solutions through this method, reading about a more efficient solution in the news.

4. EMOTIONS: BEFORE / AFTER **EM**

How do customers feel when they face a problem or a job and afterwards?
i.e. insecure, doub > confident, Clear of what to do next

10. YOUR SOLUTION **SL**

Our solution is a machine learning model which uses patients diagrams to detect the disease

8.CHANNELS of BEHAVIOR **CH**

8.1   ONLINE
What kind of actions do customers take online? Extract online channels from #7

They can upload drawings of the patient to the web application and get to know the results

8.2   OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

If Parkinson is diagnosed the can seek treatment from Hospital