Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

Here, the customers are those who want to know if they are affected by Parkinson's disease or not

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.

*Network Connection
*Mobile phone or PC
*Proper power supply

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 is not curable but early diagnosis and detection of the disease makes people to take proper medications and improve their living standards

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.

Eliminate confirmation bias which leads to unnecessary panicking

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 a part of the brain called Substantia nigra. This leads to a reduction in a chemical called Dopamine in the brain.
*Lack of awarness of the disease
*Junk food and bad habits may also cause the disease

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)

Directly Associated:
*Provide the customer the spiral drawing as data.
*Find ways to reduce advancement of diseases.
Indirectly Associated:
*Wait for results
*Prepare the mind to even accept negative results

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

Identify strong TR & EM

3. TRIGGERS — TR

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

Observe the symptoms that arise in customer's Health

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.

*Tremor in hands,legs,arms,jaw or head
*Muscle stiffness where muscle remains contracted for a long time
*Slowness in movement
*Impaired balance and coordination sometime leads to falls

10. YOUR SOLUTION — SL

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.

*Due to tremor and rigidity in muscles, it is difficult to draw smooth spirals and waves.

*So, we use spiral drawings as dataset.

*Our goal is to quantify the images and train the machine learning model to classify then accurately.

* We will use HOG (Histogram of Oriented Gradients) to extract features from the dataset and then passed these features to a Random Forest Classifier to train the model on classifying patterns of patients and healthy drawings.

8. CHANNELS of BEHAVIOUR — CH

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

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

8.1
*Online prediction is simple and free of cost
*User interactive website is available
8.2
*Consult the doctor and follow the advice
*Emotional support from family and friends

Identify strong TR & EM