

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.

medications

dramatically.

some more advanced cases, surgery may be

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

can help control the symptoms, often

In

advised Your health care provider may also

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 experience
- Accurate prediction apathy,
- Low cost movements,

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.

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

several behavioral symptoms, such as

agitation, hyper-sexuality, stereotypic

Pathological gambling, abuse of

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

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.

Hard for people to go through an MRI. They wanted to get accurate results by an easy procedure. They triggered by watching advertisement on various websites related to Parkinson's disease.

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.

Voice signals are taken from the person and it is

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

8. CHANNELS of BEHAVIOUR

CH

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

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

Customers take Parkinson's detection test online after notices some symptoms

Identify strong TR & EM	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>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.</div> <div>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</div>	detected	Customer take further treatment or medications from hospital	Identify strong TR & EM
-------------------------	--	----------	--	-------------------------