

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Our customers are Medical professionals that deal with medical image manipulation. They can be either technicians or doctors in or outside the Operation Room.

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.

The trajectory of the actions are hard to track and requires good lighting to capture the images therefore the gesture recognition accuracy is dependent on this external factor. Further, the medical professionals may be hesitant to spend money on such a high computational power solution if it's accuracy is not maximum.

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

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.

The problem statement is defined as the need for doctors to browse medical images hands off during the course of a surgery, which would otherwise lead to:

- 1.Lesser focus and attention towards the patient.
- 2.Shift of location during mid-surgery to browse images.
- 3.Hygiene compromised while touching devices.

Hence, a sterile browsing system must be developed in order for the surgeon to view images through hand gestures remotely.

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.

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)

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

Identify strong TR & EM

3. TRIGGERS

TR

1.Newly built/ International hospitals having such facilities would trigger surgeons to install one at their place.
2.The condition of present state of interactions leading to split focus, and haphazard routine to change gloves/ take precautionary action every time a physical interaction with a device is done to prevent infections, triggers them to install a sterile browsing system.

4. EMOTIONS: BEFORE / AFTER

EM

Before ---> After
1. Frustrated to locate the device and interact to obtain images -----> Comfortably browse image from remote location
2.Focus splitting due to difficult mode of interaction with device -----> Gathered focus due to ease of interaction
3.Annoyed due to multiple precautionary actions taken to avoid infections -----> Calm as actions to avoid infections from touching devices is neglected because of sterile browsing.

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.

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.

Identify strong TR & EM