

Define CS, fit into CC	Explore AS, differentiate
<div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer? I.e. working parents of 0-5 y.o. kids</div><div>Our customer are medical professional that deal with medical image manipulation. They can be either technicians or doctors in or outside the operation room.</div></div> <div>CS</div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>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.</div><div>The trajectory of the action are hard to track and requires good lighting to capture the images, therefore the gesture recognition accuracy is dependent on the external factor. Further, the medical professionals may be hesitant to spend money on such high computational power solution if its accuracy is not maximum.</div></div> <div>CC</div>
<div><div>5. AVAILABLE SOLUTIONS</div><div>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</div><div>The contamination of medical equipment was one of the main worries. The instruments were thoroughly cleaned and sterilised at regular intervals. Contamination did occur, though. The following are some benefits and drawbacks of our solution: prevents medical equipment contamination and guarantees an easy method of control. However, one disadvantage is that in order to assure efficient procedures, doctors will need to become proficient in the new gesture system and learn how to use it.</div></div> <div>AS</div>	

Focus on J&P, tap into BE, understand RC	Focus on J&P, tap into BE, understand RC
<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>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.</div><div>Hence, a sterile browsing system must be developed in order for the surgeon to view images through hand gestures remotely.</div></div> <div>J&P</div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>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.</div><div>The navigation and control of computer-aided devices, which have been created to lower the danger of contamination during surgical procedures, depend on hand gesture recognition systems in operating rooms (ORs). The cleaning and disinfection of most things may be facilitated by a variety of mechanical cleaning devices. Careful hand cleaning may be necessary for delicate and detailed items as well as items that are sensitive to heat or moisture. Consider all used products sent to the central processing facility to be polluted. Researchers have used visual and microscopic investigation to describe the level of cleanliness. Although the study indicated that 91% of the instruments were visually clean, 84% of the instruments had residual contamination when they were examined under a microscope.</div></div> <div>RC</div>
<div><div>7. BEHAVIOUR</div><div>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)</div><div>One of the easiest ways to govern the system without any physical interaction is to prevent outright contamination. The surgeons would need to master a new gesture detecting technology in order to do this. Once this was discovered, a lot of time that could have been spent cleaning up the contamination would be saved. Learning a new skill is challenging and not always desired.</div></div> <div>BE</div>	

Identify strong TR & EM	Identify strong TR & EM
<div><div>3. TRIGGERS</div><div>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. 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.</div></div> <div>TR</div>	<div><div>10. YOUR SOLUTION</div><div>If you are working on an existing business, write down your current solution first, fill in the canvases, 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 canvases and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div><div>The navigation and control of computer-aided devices, which have been created to lower the danger of contamination during surgical procedures, depend on hand gesture recognition systems in operating rooms (ORs). This could be utilised for contactless gesture interaction to navigate and control many kinds of computer-aided devices and applications. By preventing contamination and providing an easy way to manage with contact, our solution will help save time and resources that would otherwise be required for decontamination.</div></div> <div>SL</div>
<div><div>4. EMOTIONS: BEFORE / AFTER</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>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.</div></div> <div>EM</div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>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.</div><div>A few motions that have been intentionally kept simple would be necessary for the surgeon to learn. Before employing it for actual surgeries, they would need to practise and make sure they were proficient.</div></div> <div>CH</div>