

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS Who is your customer? Any Hospital or Clinical Organization that wants easier control and optimized manipulation over the radiology images of the Patient.	6. CUSTOMER 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. Proper source of power, network and a neat working camera should be ensured to provide an uncompromised working of the software and the product	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 Alternatives such as usage of monitor buttons and remotes can be used but these solutions may provide inaccurate observations by the surgeon as he/she would need move from the patient to make proper observations.	Explore AS,	
	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. To get a proper observation of the patients illness and to provide an efficient cure	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. Any distorted radio image of the patients due to complex handling of the product may result and may come up with an inefficient way of cure. And it might lead to some critical scenarios in the patients health.	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) Proper tutorial along with the clear-cut working manual could be provided to check for any queries or to evaluate the seamless working of the software.		Focus on J&P, tap into BE, understand
	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. AI based alternatives and the constant tech improvements in the Medical Industry.	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. The Solution has an effective impact on getting the clear-cut observation on the organal radio images captured from the patient.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Stable network connection is needed to upload and process the captured radio images in the cloud.		
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. Customers will be more confident about the working of the product.	8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Ensure the availability of an ideal power source and a proper working of the monitor screen.				