

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>CS</div><div><div>Who is your customer?</div><div>Medical Professionals handling radiology images.</div></div></div>	<div><div>6. CUSTOMER</div><div>CC</div><div><div>What constraints prevent your customers from taking action or limit their choices of solutions?</div><div>There is a chance the hospital might lack the required technical infrastructure. Also, there is a chance that the surgeons or the medical professionals might show a constraint towards using this tool due to their lack of knowledge using these kinds of technological tools.</div></div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>AS</div><div><div>Which solutions are available to the customers when they face the problem or need to get the job done?</div><div>They need to do everything manually; they have to constantly sanitize their hands while manipulating radiology images on the computer manually. They can recruit an extra member to operate the system. He/she can manipulate the radiology images according to their surgeon needs in the OR.</div></div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>J&amp;P</div><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>Medical professionals can create a sterile environment using this model.</div></div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>RC</div><div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job?</div><div>The problem of non-sterile environment is the root cause for this problem which increases the complexity for the surgeons.</div></div></div>	<div><div>7. BEHAVIOUR</div><div>BE</div><div><div>What does your customer do to address the problem and get the job done</div><div>They will look for a new technology which can make their work easy and sterile.</div></div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<div><div>3. TRIGGERS</div><div>TR</div><div><b>What triggers customers to act?</b></div><div>Reading/Learning about a more efficient solution. As every field is growing towards AI, medical professionals motivate one another to use AI to their needs to improve their work life.</div></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><div>We use AI to make Gesture based tool for medical professionals by which they can access radiology images in operation theaters efficiently.</div></div>	<div><div>8.CHANNELS of BEHAVIOUR</div><div>CH</div><div><b>8.1     ONLINE</b></div><div><b>What kind of actions do customers take online? Extract online channels from #7</b></div><div>Navigate and browse radiology images.</div><div><b>8.2     OFFLINE</b></div><div><b>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</b></div><div>Store data such as radiology images.</div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div><b>How do customers feel when they face a problem or a job and afterwards?</b></div><div>Complex work, Unhygienic environment Sterile environment, easy/simplified process.</div></div>			