AS

1. CUSTOMER SEGMENT(S) i.e. working parents of 0-5 y.o. kids

Define

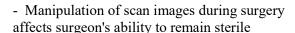
CS,

fit into

Who is your customer?

CS

J&P



- It is difficult to view scan images in the mid of surgery

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available

- Hands detected within the frame window
- Gloves worn by the radiologist
- Live streaming of video is a great concern of privacy issues
- Need of camera supported system

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the

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

- Wearable devices can be used to detect hand gestures
- Voice commands can be used to perform operations on the scan images

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Monitoring the patients scan images
- Restricting the operations performed on the images
- Maintaining sterility
- Providing better user friendly interface for the surgeons

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do

i.e. customers have to do it because of the change in regulations.

- Difficulty in maintaining sterility
- Lack of time to handle various image operations manually by key press
- Difficulty in using wearable devices for hand gesture tracking

7. BEHAVIOUR

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)

- Can use different peripheral wearable devices like sensors, hand gloves, color markers etc which is not user friendly

3. TRIGGERS

Identify

strong

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What triggers customers to act? i.e. seeing their neighbor installingsolar panels, reading about a more efficient solution in the news.

- Ease of human Computer interaction

4. EMOTIONS: BEFORE / AFTER

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.

Before - Frustrated to move from patient towards device to manipulate images After – Easy to concentrate on surgery without switching between device and patients

10. YOUR SOLUTION

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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior

- To make use of hand gestures to control the image viewer
- To perform automatic and controlled scan image operations
- To maintain sterility

8. CHANNELS of BEHAVIOUR

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

- To perform various operations on the scan images in the web browsers

DEFLINE

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

- To perform various operations on the scan images already available in the database in the offline application



TR



RC



BE