Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

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

- Manipulation of scan images during surgery affects surgeon's ability to remain sterile

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

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.

- 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 `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

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

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.

- 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 `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.

- 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 `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)

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

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

Identify strong TR & EM

3. TRIGGERS `TR`

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

- Ease of human Computer interaction

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.

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 `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 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 `CH`

ONLINE
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

OFFLINE
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

Identify strong TR & EM