Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Neurology Doctors who analyzes radiology images.

6. CUSTOMER `CC`

As India is a developing country, the technology growth is still in progress. In medical field also the implementation of modern technology is growing. So, this concept is not aware among people in medical field and the cost is also relatively high to deploy.

5. AVAILABLE SOLUTIONS `AS`

A video-based hand gesture capture and recognition system used to manipulate MRI within a graphical user interface.
A hand gesture vocabulary of commands are selected such as 1-Resize, 2-Flip, 3-Rotate, 4-Rectangle.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Neurology doctors face problem of spreading infection while using computer keyboards and mouse in Intensive Care Unit(ICU) to view the radiology images.

9. PROBLEM ROOT CAUSE `RC`

The use of computer keyboards and mice by doctors and nurses in intensive care units (ICUs) is a common method for spreading infections.

7. BEHAVIOUR `BE`

The doctors/surgeons wish to browse the image database. The hand is moved rapidly out of the neural area so that a non-verbal interaction is possible to analyze the image.

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

Identify strong TR & EM

3. TRIGGERS `TR`

The use of hand gestures as an alternative to existing interface technologies offers the advantage of sterility.

10. YOUR SOLUTION `SL`

The image of the gesture captured in the video frame is compared with the pre-trained model and the gesture is identified. This

8. CHANNELS of BEHAVIOUR `CH`

Since this is viewing the images to analyze the details about the image both online and offline modes are possible.

Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER EM Before using the application: May not feel hygienic to work in the Intensive Care Unit which may affect the other patients and their family members. After using the application: Experience sterile browsing or analyzing of images by sending commands non-verbally and have Intensive care over patients.	helps surgeons for sterile browsing.	