

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Surgeonswhowanttobrowseradiologyim ageswhileperformingsurgery.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div><div>Manygesturebasedtoolsareavailablebutm ajorityofthetoolsareinaccurate. Accuraterecognitionneedsexpensivecamera.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>Gesturebasedtoolwithartificialintelligenceforr ecognizingthehandgesture. We can use image recognition and objectdetectionusingCNN.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<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>Accurategesturerecognitionandperformingsp ecificactionontheradiologyimage Toprovidefriendlyandsimpleuserinterface.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<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? i.e. customers have to do it because of the change in regulations.</div><div>Whileperformingsurgerybrowsingofradiologyima geswithphysicaldeviceslikemouseandkeyboard cancauseinfectiontothepatientbecauseoftouch ing. Andalsomakethesurgeonuncomfortableto displacefromoneplacetoanotherplace.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div><div>Thesurgeontweakstheoftheappalittlebit toadopthishand(withspecificskincolorandsize)And hecansimplystartusingtheapp.</div></div>	
	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>Hearinggoodfeedbackandsuggestionsfromothers urgeonsthatitcanpreventinfection.</div></div> <div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div>Before:Feelinguncomfortableandfeelingunsafebecausetouchingd evicescanspreadinfection. After:Feelingcomfortableandconsciousabouttheirwork.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>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.</div><div>Capturing the hand gesture of surgeon using a camera and using image recognition find whatthegestureisandperformspecificaction ontheradiologyimages. Wecanuse the Flask framework for the web Ultopython connectivity, openCV for capturegestureimagesandmanipulateradiologyima gesandTensorflowCNNforimagerecognition.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>Theusercanuploadtheradiologyimagestothecloudandacc essthemaccordingtothegesture.</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>The user can use the app locally without any problemHe can browse the radiology images on the local diskstorage.</div></div>	