

Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S)

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

Surgeon's in hospitals are the customer of this project.

CS

## 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 devices.

Network connection in hospital and background brightness to capture the gesture actions in camera.

CC

## 5. AVAILABLE SOLUTIONS

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

Nowadays doctors use hands to access the mouse to zoom, scroll and rotate the radiology images in ICU. By using their hands during operation, there is a possible of spreading infections. So to avoid this make the computer to recognize the gesture actions of person to access the images. We can use face gesture and hand gesture but hand gesture is the very easy one to use.

AS

Explore AS, differentiate

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

## 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.

Explain the causes occurs due to past technique and explain the advantages and causes which are overcome from this project.

J&P

## 9. PROBLEM ROOT CAUSE

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.

In corona time, the infection is spread from one person to another person by touching the things. So the infection spreading is the main reason for this problem. Hand gesture is not only to access radiology images we can also use to control any electronic devices.

RC

## 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)

Directly related: Easy to use, can able to response quickly, can predict the gesture action correctly and accurately.  
Indirectly associated: Satisfaction, requires high speed Internet or not, consume less data or not.

BE

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

Identify strong TR & EM

## 3. TRIGGERS

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

If any operation is done and completed successfully by using this project in any hospital make the other hospitals to use this project.

TR

## 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 - Spreading of infection is possible.

After - Avoid spreading of infection, easy to use, fast response, can able to access the images from the place where they are.

EM

## 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 in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- 1) To create a web page and then need to upload the image.
- 2) It consume less data and moderate Internet speed to operate.
- 3) Camera should recognize the gesture correctly in both bright and dim background.
- 4) It should not mistake the gesture actions.

SL

## 8. CHANNELS of BEHAVIOUR

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

The customer have to open the web page and upload the image.

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

Store the images in any folder.

CH

Extract online & offline CH of BE