

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>The customer segment consists of doctors and Employees of the medical industry</div></div><div>CS</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<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>Stable connection of internet without interruption</div></div><div>CC</div></div>	<div><div>5. AVAILABLE SOLUTIONS<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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>Previously doctors needed to have physical contact to operate the system. Now the gesture based tool will help the image to zoom, scroll rotate using gestures.</div></div><div>AS</div></div>	Explore AS, differentiate	
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<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>The algorithm must be in such a way that the user finds the tool easy to handle. The inefficient techniques used in past must be avoided.</div></div><div>J&P</div></div>	<div><div>9. PROBLEM ROOT CAUSE<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>Having direct physical contact with the medical equipments lead to the spreading of infections.</div></div><div>RC</div></div>	<div><div>7. BEHAVIOUR<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>Technical issues are handled by the technical team. The gesture based tool is easy to handle and accurate.</div></div><div>BE</div></div>		Focus on J&P, tap into BE, understand RC
	<div><div>3. TRIGGERS<div>What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.</div><div>The success of this gesture based tool will lead to other hospitals adopting this method</div></div><div>TR</div></div>	<div><div>10. YOUR SOLUTION<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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div></div><div>SL</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>ONLINE What kind of actions do customers take online? Extract online channels from #7 To upload the images to webpages OFFLINE What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development. Stored radiology images can be viewed</div><div>CH</div></div></div>		

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.

Spreading of infection can be stopped fastly.

Webpages can be used instead of applications for more interaction. The cameras must be able to capture in such a way that the gestures can be identified easily.