

**1. CUSTOMER SEGMENT(S)****CS**

Who is your customer?

surgeons that browse through radiological images while performing surgery

**6. CUSTOMER CONSTRAINTS****CC**

Technology  
Lack of resources  
Inconsideration of surgeon's comfort

**5. AVAILABLE SOLUTION****AS**

- use of main control wall
- A Noncontact mouse
- FaceMOUSE

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

A doctor needs a way to browse through radiological images but cannot completely focus on the surgery because he/she has to interact with the touch screen navigation system constantly.

A doctor needs a way to browse through radiological images but sterility of hands cannot be maintained as he/she need to reach the main control wall every time.

**9. PROBLEM ROOT CAUSE****RC**

Making frequent interactions with the image browsing system leads to constant maintenance of sterility that creates a sense of stress in the operating room inhibiting focus on the surgery itself.

**7. BEHAVIOUR****BE**

- Search for new technology in the market.
- Find resources and people to invest on new methods.
- Reads articles of medical science online and in magazines.
- Relieves stress by doing recreational activities.

**3. TRIGGERS****TR**

- Use of new methods in other sophisticated hospitals.
- Initiatives for implementing new methods.
- Recent researches in this aspect.

**10. YOUR SOLUTION****SL**

Use hand gestures to manipulate radiological images where sterility can be maintained throughout the surgery.

**8. CHANNELS of BEHAVIOUR****CH****8.1 ONLINE**

- Searches for similar solutions online
- Listens to online reviews

**8.2 OFFLINE**

- Checks if meets clinical needs and affordability
- Evaluates the usability of the system

4. EMOTIONS: BEFORE / AFTER

EM

Before

Stressed  
Distracted  
Exhausted



After

Focused  
optimistic  
Better time management