

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <p>1. Doctors and surgeons who have been working in the operation theatre wants to have a human-computer interaction.</p> <p>2. The software should help the doctors' hands to remain sterile, supporting their focus of attention, and providing fast response times.</p>	6. CUSTOMER CONSTRAINTS CC <p>What constraints prevent your customers from taking action or limit their choices of solutions?</p> <p>i.e., spending power, budget, no cash, network connection, available devices.</p>	5. AVAILABLE SOLUTIONS AS <p>Which solutions are available to the customers when they face the problem or need to get the job done?</p> <p>What have they tried in the past?</p> <p>What pros & cons do these solutions have?</p> <p>i.e., pen and paper is an alternative to digital notetaking</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <p>1. Reduce Time</p> <p>2. 1. Wants to replace with natural interfaces.</p> <p>3. Maintaining the sterility.</p> <p>4. An approach to stay in place throughout the operation.</p>	9. PROBLEM ROOT CAUSE RC <p>What is the real reason that this problem exists?</p> <p>What is the back story behind the need to do this job?</p> <p>i.e., customers have to do it because of the change in regulations.</p>	7. BEHAVIOUR BE <p>What does your customer do to address the problem and get the job done?</p> <p>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)</p>	Focus on J&P, tap into BE, understand RC

3. TRIGGERS

TR

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

- Ease of human computer interaction

4. EMOTIONS: BEFORE / AFTER

EM

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- Frustrated to move from patients towards the device to manipulate the image.
AFTER- Easy to create on surgery without switching between device and patients.

10. YOUR SOLUTION

SL

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.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online?

To perform various operation on the scan images in the web browsers

8.2 OFFLINE

What kind of actions do customers take offline? To perform various operation on the scan images already available in the data base in the offline applications

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