

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids Surgeons, deaf persons, Doctors and Patients hand gestures radiology	6. CUSTOMER CONSTRAINTS CC 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. Multiple hands detected within same frames Connectivity issues between devices Inconsistency in focus and concentration of surgeon Availability of devices	5. AVAILABLE SOLUTIONS AS 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 Wearable devices can be used to detect Voice commands can be used to manipulate images Manually manipulating radiology images	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. Monitoring patients scan images about the Restricting the operations performed on images effective manner Maintaining sterility	9. PROBLEM ROOT CAUSE RC 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. Background noise Difficulty in maintaining sterility Inability to handle various images by manual key press	7. BEHAVIOUR BE 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) When the customer is not aware or unclear gestures provided as an input in an in order to get the desired accuracy	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. The need to switch between patient and device is not required Ease of equipment interaction during surgery	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. To make use of hand gestures to manipulate	8. CHANNELS of BEHAVIOUR CH ONLINE What kind of actions do customers take online? Extract online channels from #7 Perform various image manipulation operations on the scan during surgery and training periods OFFLINE	

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: To move away from patients and towards the devices
for manipulating the scans
After: Easy to focus and concentrate on the surgery without
the need to switch between patients and device
for
manipulating the scans

radiology images
To maintain sterility during surgery
To make simple UI that manipulates the scan
using hand gestures

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.
Perform image manipulation techniques on already available scans in database to train the AI model