Define CS, fit into CC

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

1. CUSTOMER SEGMENT(S) — CS

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

Doctors,nurses,surgeons and other medical professionals whose age is between 22 to 70.

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.

1)Uninterrupted power supply
2)High budget
3)Highly sophisticated cameras and processors.

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

1)Back up power supply can be used to overcome power cuts
2)Secondary camera can be used if the primary camera doesn't function well.

Explore AS, differentiate

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.

Human-Computer Interaction (HCI) devices such as the keyboard and the mouse are among the most contaminated regions in an operating room (OR). Therefore for sterile browsing of images of operating regions of a body,freehand gestures are used to adjust and browse the images

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.

Surgeons find it difficult to view and adjust the image of the operating area with their hand on the screen as their hands are not sterile during operation

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)

Expect on time notifications and remainders from the product manufacturer
Customers spend time on providing feedback.
Compare benefits over other service providers and explain their grievances to the product manufacturer regarding the same.

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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.

1)How to avoid contacting the most contaminated regions in operation theatre during operation and browse the images of the region of operation?

2)Seeing from neighbouring hospitals about how they effectively overcome the above problem during surgery

3)Reading about an efficient solution in news and coming up with an idea to implement it 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.

For sterile browsing of images in operation theatre,a free hand gesture based deep learning model can be incorporated to browse the images with the help of a LCD monitor and a camera.In some cases the hand gesture shown by the surgeon may not be predicted by the deep learning model correctly.To overcome those situations, once the model recognises a hand gesture another hand gesture must be shown by the surgeon to confirm whether the predicted hand gesture is correct or not.This improves the overall accuracy of the model

8. CHANNELS of BEHAVIOUR — CH

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

1)Customers upon facing difficulty should report it via Email or other platforms to the manufacturer.
2)Customers must fill the feedback form on regular basis.

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

1)Customers can improve the quality of camera for more accurate output.
2)Customers should place the monitor in an appropriate way such that the image is clearly visible to the surgeon and it is out of his/her reach.

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:
- Fear about spreading of infections as there is a possibility of contamination
- Insecure
- Slow

AFTER:
- Satisfied
- Secure
- Fast and accurate