

Identify strong TR & EM	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. Kids Our customers are doctors and surgeons who deal with image manipulation. They are those who will be present in the operation theatre.	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. Budget may be high and must require proper lighting.	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? It prevents medical equipment contamination and guarantees an easy method of control. Doctors will need to become proficient, doctor will need to be more proficient in the system and will have to take training sessions in order to understand the system.	Identify strong TR & EM
	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. It is the need of the doctors to use and browse medical images hands off during the course of a surgery. Hence doctors can handle the images and computer remotely.	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. The navigation and control of computer-aided devices, which have been created to lower the danger of contamination during surgical procedures, depend on hand gesture recognition system in the operation theatre.	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) The doctors will have to learn this new technology and then spend time in learning this. If learnt well it could be of great use to then.	
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 ease of use, sterility maintained and time consumption will trigger the doctors to move to this system.	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. By preventing communication and contact, this system provides a easy way to manage the images and save time during surgeries and operations.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. The gestures have been kept easy for the doctors to learn swiftly. Practice sessions is must to be more efficient.		

<div data-bbox="152 65 533 97">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="721 60 768 97">EM</div> <div data-bbox="152 105 739 209"><p>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.</p><p>Calm and Relieved to maintain sterility and focus during the operation or surgery.</p></div>		
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