

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Surgeons, Doctors and Patients</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>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.</div><div>Multiple hands detected within same frames Connectivity issues between devices Inconsistency in focus and concentration of surgeon Availability of devices</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>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</div><div>Wearable devices can be used to detect hand gestures Voice commands can be used to manipulate radiology images Manually manipulating radiology images</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>Monitoring patients scan images Restricting the operations performed on images Maintaining sterility</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>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.</div><div>Background noise Difficulty in maintaining sterility Inability to handle various images by manual key press</div></div>	<div>7. BEHAVIOUR<div>BE</div><div>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)</div><div>When the customer is not aware or unclear about the gestures provided as an input in an effective manner in order to get the desired accuracy</div></div>	
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div>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.</div><div>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</div></div>	<div><div>3. TARGET CUSTOMER DEVELOPMENT</div><div>To maintain sterility during surgery To make simple UI that manipulates the scan using hand gestures</div></div>	<div><div>8. CUSTOMER DEVELOPMENT</div><div>Perform image manipulation techniques on already available scans in database to train the AI model</div></div>	
ing TR & EM				Identify stron