

|                         |  |   |  |                           |
|-------------------------|--|---|--|---------------------------|
| Define CS, fit into CC  | <b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span><br>Who is your customer?<br><div> <b>Used by doctors at hospitals and other medical clinics to avoid contact with infected tools.</b><br/> <b>Used by workers in car manufacturing companies.</b> </div>   | <b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span><br>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.<br><div> <b>Power consumptions needs to be reduced.</b><br/> <b>Customer needs to remember various gestures to use it in appropriate situations.</b><br/> <b>Proper camera to capture the gestures correctly.</b><br/> <b>Stable connection is required to run the software.</b> </div>  | <b>5. AVAILABLE SOLUTIONS</b> <span>AS</span><br>Which solutions are available to the customers when they face the problem<br>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<br><div> <b>Doctors can take the tool in their hand, which may cause infections to them.</b><br/> <b>Doctors can use monitors, keyboard but this may lead to inaccurate observations as the doctor will be in movement and this may also cause infections to doctors.</b> </div> | Explore AS, differentiate |
|                         | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span><br>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.<br><div> <b>System helps the customers to show gestures based on which corresponding tools are taken by browsing with radiology images to avoid customers coming in contact.</b> </div> | <b>9. PROBLEM ROOT CAUSE</b> <span>RC</span><br>What is the real reason that this problem exists? What is the back story behind the need to do this job?<br>i.e. customers have to do it because of the change in regulations.<br><div> <b>Unclear images detected by camera may lead to undesired results.</b><br/> <b>As each gesture is mapped to tool, the customer needs to remember gestures to choose a tool.</b><br/> <b>These technologies are expensive and may lead to delay in operation theatre.</b> </div>  | <b>7. BEHAVIOUR</b> <span>BE</span><br>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)<br><div> <b>Proper training is provided to customers to use appropriate gestures for tools.</b><br/> <b>Well equipped manual is provided to customers to resolve their problems and doubts.</b> </div>   |                           |
| Identify strong TR & EM | <b>3. TRIGGERS</b> <span>TR</span><br>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.<br><div> <b>Technological development in AI and medical industry helps the customers to avoid physical contact.</b> </div>   | <b>10. YOUR SOLUTION</b> <span>SL</span><br>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.<br>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.<br><div> <b>This solution helps the doctors to use gestures to select a tool and to perform operations at faster rate and in efficient way.</b><br/> <b>This solution also avoids doctors coming in physical contact from the infected tools.</b> </div> | <b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span><br><b>8.1 ONLINE</b><br>What kind of actions do customers take online? Extract online channels from #7<br><div> <b>Network connection is required to analyze and to choose the tool from captured radio images</b> </div>  | Identify strong TR & EM   |
|                         | <b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span><br>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.<br><div> <b>Customers feel more safe and secure by using this technology as it prevents them from infections.</b> </div>                               |   | <b>8.2 OFFLINE</b><br>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.<br><div> <b>Doctors need to use proper gestures for choosing a tool.</b><br/> <b>Power needs to be ava</b> </div>  |                           |