

Buyer: Gain & Retain CSF – Gemini Historical Artifact System

1. CUSTOMER SEGMENT(S)	CS	2. JOBS-TO-BE-DONE / PROBLEMS	JP	6. CUSTOMER CONSTRAINTS	CC
<ul style="list-style-type: none"> - Space historians and researchers - Museum curators and archivists - Space agencies (NASA and research institutions) - Students and educators - Space enthusiasts and digital archive users 		<ul style="list-style-type: none"> - Preserve and maintain Gemini historical artifacts digitally - Access artifact information for research and education - Manage and organize artifact records efficiently - Prevent loss or deterioration of historical data - Provide easy access to artifact information 		<ul style="list-style-type: none"> - Limited funding for artifact preservation - Lack of technical infrastructure - Limited access to original artifacts - Need for secure and reliable storage 	
3. TRIGGERS	TR	5. YOUR SOLUTION	SL	7. BEHAVIOUR	BE
<ul style="list-style-type: none"> - Need to preserve aging historical artifacts - Increasing demand for digital access to space history - Research and educational requirements - Museum digitization initiatives - Space heritage preservation programs 		<ul style="list-style-type: none"> - Digital artifact preservation system - Secure artifact database storage - Artifact search and viewing system - Artifact condition monitoring and documentation 		<ul style="list-style-type: none"> - Researchers search artifact databases - Archivists upload and manage artifact records - Educators use artifact information for teaching - Museums digitize artifact collections 	
4. EMOTION: BEFORE / AFTER	EM	5. YOUR SOLUTION	SL	8. CHANNELS & BEHAVIOUR	CH
BEFORE <ul style="list-style-type: none"> - Difficulty accessing artifact records - Risk of artifact deterioration or loss - Limited digital preservation systems 		<ul style="list-style-type: none"> - Digital artifact preservation system - Secure artifact database storage - Artifact search and viewing system - User-friendly interface for researchers and archivists 		<ul style="list-style-type: none"> - Web-based artifact management system - Museum digital archive platforms - Educational portals and research platforms - Integration with space agency databases 	
9. PROBLEM ROOT CAUSE (EM)	EM	9. PROBLEM ROOT CAUSE		10. UPLINE / IMPACT	UP
<ul style="list-style-type: none"> - Aging physical artifact records 		<ul style="list-style-type: none"> - Aging physical artifacts are resulting in loss of historical data 		<ul style="list-style-type: none"> - Improved artifact preservation - Better research and educational outcomes 	