

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Children under six</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS spending power, budget, no cash, network connection, available devices.</div> <div></div>	<div>5. AVAILABLE SOLUTIONS Fire fighters and trained swimmers</div> <div></div>	Explore AS, different
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS we make use of one camera that streams the video underwater and analyses the position of swimmers to assess the probability of drowning</div> <div></div>	<div>9. PROBLEM ROOT CAUSE customers have to do it because of the change in luxurious activities have drastically increased and polls have become common everywhere.</div> <div>RC</div>	<div>7. BEHAVIOUR Install drowning detectors, or call for emergency help</div> <div>BE</div>	Focus on J&P, tap into BE, understand RC

<div>3. TRIGGERS Seeing others install virtual eye on their swimming pools</div> <div>TR</div>	<div>10. YOUR SOLUTION we make use of one camera that streams the video underwater and analyses the position of swimmers to assess the probability of drowning</div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOUR 8.1 ONLINE Ordering of drowning detectors, or pool lifeguards 8.2 OFFLINE</div> <div>CH</div>
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