

Date	19 September 2022
Team ID	PNT2022TMID27502
Project Name	VirtualEye - Life Guard for Swimming Pools to Detect Active Drowning

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

3. TRIGGERS <div>TR</div> <p>Seeing others install virtual eye on their swimming pools</p>	10. YOUR SOLUTION <div>SL</div> <p>we make use of one camera that streams the video underwater and analyses the position of swimmers to assess the probability of drowning</p>	8. CHANNELS of BEHAVIOUR <div>CH</div> <p>8.1 ONLINE Ordering of drowning detectors, or pool lifeguards</p>
4. EMOTIONS: BEFORE / AFTER <div>EM</div> <p>Lost and insecure/confident and in control</p>		8.2 OFFLINE <p>Implementing them to wear them without fail</p>