

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)</div> <div>Children under six</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>spending power, budget, no cash, network connection, available devices.</div> <div></div>	<div>5. AVAILABLE SOLUTIONS</div> <div>Fire fighters and trained swimmers</div> <div></div>	Explore AS, different
	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>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</div> <div>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</div> <div>Install drowning detectors, or call for emergency help</div> <div>BE</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

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

<b>4. EMOTIONS: BEFORE / AFTER</b>  Lost and insecure/confident and in control		Implementing them to wear them without fail
EM		