

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)</div> <div>working parents of kids under Six</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>spending power, budget, no cash, network connection, available devices.</div> <div>CC</div>	<div>5. AVAILABLE SOLUTIONS</div> <div>Learning basic swimming Wear a life jacket Supervise closely</div> <div>AS</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>With the help of a Virtual eye (camera) which is connected to Artificial Intelligence(AI). By studying body movement pattern we can reduce the risk of drowning</div>	<div>9. PROBLEM ROOT CAUSE</div> <div>The most common cause of drowning in not knowing how to swim. Many adults and children will attempt to get into the water without proper swimming training</div> <div>RC</div>	<div>7. BEHAVIOUR</div> <div>Install drowning detector 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

Identify strong TR & EM	3. TRIGGERS TR People are triggered to act when they see that the ability to help the drowners has gone beyond the hands of the lifeguards nearby	10. YOUR SOLUTION SL The proposed system will study body movement patterns by connecting cameras to AI. Cameras have to be installed underwater and ceiling which doesn't replace the lifeguard but acts as an additional tool.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE The pool management can advertise that they've installed new safety system and would encourage people to come over 8.2 OFFLINE The parents of kids who go to swim can spread good word about this system to their Circle of friends and relatives so that trust is built	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM Before installing the system, the beginners would lose their balance, feel scared that they might drown and suffocate. But after deploying the virtual system, they feel secure and are open to swim without any fears			