

<div>1. CUSTOMER SEGMENT(S)</div> <div>Children and beginners.</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>Money, budget, safety,success rate.</div>	<div>5. AVAILABLE SOLUTIONS</div> <div>Human lifeguard,Swimming ring.</div>
<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>Continuous monitoring, using upgraded software, efficient algorithms, timely alertness.</div>	<div>9. PROBLEM ROOT CAUSE</div> <div>Lack of testing, improper maintenance , customer’s consideration about fixing cameras.</div>	<div>7. BEHAVIOUR</div> <div>Alerting the lifeguard through buzzers or alarms .</div>

<div>3. TRIGGERS</div> <div>TR</div> <div>Urge to reduce the unwanted deaths through technology.</div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div>Fixing cameras all around the swimming pool and monitoring the people. Alarm will alert the lifeguard if some unusual movements are found.</div>	<div>8. CHANNELS of BEHAVIOR</div> <div>CH</div> <div>8.1 ONLINE</div> <div>Ordering of drowning detectors, or pool lifeguards</div> <div>8.2 OFFLINE</div> <div>Using a lifeguard to rescue.</div>
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<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>Before: Reluctance , Fear</div> <div>After: Secure,worth</div>		
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