Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

The product is going to serve its purpose for three customer domains :

First, The parents of the children under the age of 16 Second, Adults over the age of 16 and above Thirdly, Swimming pool owners.

6. CUSTOMER CONSTRAINTS

- 1. The cost of the device being a little higher on the cost side.
- 2.In case of power failure the halt of system may happen.
- The product may not function effectively in case of higher number of individuals in the pool

5. AVAILABLE SOLUTIONS

CC

RC

The customer need to be supervised by anybody else at all times .

The drowning detection eye acts as an alternate of the lifeguard.

Explore AS, differ

Focus on J&P, tap

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2. JOBS-TO-BE-DONE / PROBLEMS

- Helping the swimmer get over the petrification of water.
- Alert the lifeguard in case of drowning .

9. PROBLEM ROOT CAUSE

J&P

- 1.No designated markings relating the water being shallow or deep .
- Absence of adequate safety equipments .

7. BEHAVIOUR

The parents of the underage kids are directly associated as they will be using the device hands on for the supervision.

The owners of the pools will be indirectly associated as they need to buy the product for the security / lifeguard team. cus on J&P, tap into BE, und

BE

3. TRIGGERS The increasing number of drowning cases the intrigued parents and pool owners to think of a solution for the safety of their kids and customers respectively.	TR	10. YOUR SOLUTION Our product is derived from a combination of existing projects where our main focus will be on the quick response in case of causality and to serve a larger customer base at a single time.	8.10NLINE The customer is able to supervise the point of interest 24*7 even without physically being at the location. 8.20FFLINE In response to the drowning the lifeguard, guardian quickly responds to the casualty and ceases the swimmer from any further drowning.
4. EMOTIONS: BEFORE / AFTER Petrified, scared —> Confident, assured, self-reliant.	ЕМ		