

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Swimming is one of the best exercises that helps people to reduce stress in this urban lifestyle. Beginners, especially, often feel it difficult to breathe underwater which causes breathing trouble which in turn causes a drowning accident.	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> Worldwide, drowning produces a higher rate of mortality without causing injury to children.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> By studying body movement patterns and connecting cameras to artificial intelligence (AI) systems we can devise an underwater pool safety system that reduces the risk of drowning.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEM</b> <span>J&amp;P</span> Such kinds of deaths account for the third cause of unplanned death globally, with about 1.2 million cases yearly. To overcome this conflict, a meticulous system is to be implemented along the swimming pools to save human life.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> Usually, such systems can be developed by installing more than 16 cameras underwater and ceiling and analyzing the video feeds to detect any anomalies.	<b>7. BEHAVIOUR</b> <span>BE</span> Worldwide, drowning produces a higher rate of mortality without causing injury to children. Children under six of their age are found to be suffering the highest drowning mortality rates worldwide.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> Usually, such systems can be developed by installing more than 16 cameras underwater and ceiling and analyzing the video feeds to detect any anomalies.	<b>10. YOUR SOLUTION</b> <span>SL</span> Children under six of their age are found to be suffering the highest drowning mortality rates worldwide.	<b>8. CHANNELS OF BEHAVIOUR</b> <span>CH</span> <b>ONLINE:</b> Such kinds of deaths account for the third cause of unplanned death globally, with about 1.2 million cases yearly. <b>OFFLINE:</b> To overcome this conflict, a meticulous system is to be implemented along the swimming pools to save human life.	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> As a POC we make use of one camera that streams the video underwater and analyses the position of swimmers to assess the probability of drowning.

