

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Designed for whom has to guarantee every day the safety in public and intensive-use pools, VirtualEye -LifeGuard detects potential drownings and promptly notifies you.

CS

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

1. Teach basic swimming and water safety skills to school-age children aged 6 years and older.
2. Training bystanders in safe rescue and resuscitation.
3. Use life guard while swimming

CC

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

1. There are many actions to prevent drowning. Installing barriers (e.g. covering wells, using doorway barriers and playpens, fencing swimming pools etc.) to control access to water hazards, or removing water hazards entirely greatly reduces water hazard exposure and risk.

AS

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?
There could be more than one; explore different sides.

Beginners, especially, often feel it difficult to breathe underwater which causes breathing trouble which in turn causes a drowning accident. Worldwide, drowning produces a higher rate of mortality without causing injury to children.

J&P

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

1. The most common cause of drowning is not knowing how to swim. Many adults and children will attempt to get into the water without proper swim training.
2. Drowning is the 3rd reason for the highest unintentional deaths, and that's why it is necessary to create trustable security mechanisms.

RC

7. BEHAVIOUR

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

In order to quickly help lifesavers judge whether people are drowning in the swimming pool,

BE

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Drowning Awareness through the Advertisements and other social medias like Instagram, Facebook, LinkedIn & News etc

TR

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.
1. (i) struggle to keep the airway clear of the water, (ii) initial submersion and breath-holding, (iii) aspiration of water, (iv) unconsciousness, (v) cardio-respiratory arrest and (vi) death – inability to revive.
2. In order to quickly help lifesavers judge whether people are drowning in the swimming pool,

EM

10. YOUR SOLUTION

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

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.

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7
Search engines are considered to be the best marketing channel for acquiring new leads for drowning detection system. Social media continues to grow every year as a powerhouse marketing channel.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.
Local media advertising- Advertising on both television and radio is still very effective in creating brand awareness about drowning in the swimming pool

CH

Extract online & offline CH of BE