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| Define CS, fit into CC | <div>1. CUSTOMER</div> <div>Children under six</div> <div>CS</div> | <div>6. CUSTOMER</div> <div>spending power, budget, no cash, network connection, available devices.</div> <div></div> | <div>5. AVAILABLE</div> <div>Fire fighters and trained swimmers</div> <div></div> | Explore AS, different |
| | <div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>we make use of one camera that streams the video underwater and analyses the position of swimmers to assess the probability of drowning</div> <div></div> | <div>9. PROBLEM ROOT CAUSE</div> <div>customers have to do it because of the change in luxurious activities have drastically increased and polls have become common everywhere.</div> <div>RC</div> | <div>7. BEHAVIOUR</div> <div>Install drowning detectors, 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 |
| | <div>3. TRIGGERS</div> <div>Seeing others install virtual eye on their swimming pools</div> <div>TR</div> | <div>10. YOUR SOLUTION</div> <div>we make use of one camera that streams the video underwater and analyses the position of swimmersto assess the probability of drowning</div> <div>SL</div> | | <div>8. CHANNELS of BEHAVIOUR</div> <div>8.1 ONLINE</div> <div>Ordering of drowning detectors, lifeguards</div> <div>8.2 OFFLINE</div> |

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| | <div data-bbox="152 35 483 63">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="723 89 772 124">EM</div> <div data-bbox="152 140 651 172">Lost and insecure/confident and in control</div> | | <div data-bbox="1512 35 2047 71">Implementing them to wear them without fail</div> | |
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