Define CS, fit into CC

Explore AS, different

1. CUSTOMER SEGMENT(S) CS

Children under six

6. CUSTOMER CONSTRAINTS

spending power, budget, no cash, network connection, available devices.

5. AVAILABLE SOLUTIONS

Fire fighters and trained swimmers

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

2. JOBS-TO-BE-DONE / PROBLEMS

we make use of one camera that streams the video underwater and analyses the position of swimmers to assess the probability of drowning

9. PROBLEM ROOT CAUSE RC

customers have to do it because of the change in luxurious activities have drastically increased and polls have become common everywhere.

7. BEHAVIOUR BE

Install drowning detectors, or call for emergency help

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

3. TRIGGERS TR

Seeing others install virtual eye on their swimming pools

10. YOUR SOLUTION SL

 we make use of one camera that streams the video underwater and analyses the position of swimmers to assess the probability of drowning

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE

 Ordering of drowning detectors, or pool lifeguards

8.2 OFFLINE

4. EMOTIONS: BEFORE / AFTER **EM**		Implementing them to wear them without fail
Lost and insecure/confident and in control		