

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Children under six</div>	<div>6. CUSTOMER CONSTRAINTS<div></div></div> <div>spending power, budget, no cash, network connection, available devices.</div>	<div>5. AVAILABLE SOLUTIONS<div></div></div> <div>Fire fighters and trained swimmers</div>	Explore AS, different
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div></div></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>9. PROBLEM ROOT CAUSE<div>RC</div></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>7. BEHAVIOUR<div>BE</div></div> <div>Install drowning detectors, or call for emergency help</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
	<div>3. TRIGGERS<div>TR</div></div> <div>Seeing others install virtual eye on their swimming pools</div>	<div>10. YOUR SOLUTION<div>SL</div></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>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE Ordering of drowning detectors, or pool lifeguards</div> <div>8.2 OFFLINE</div>	

	<div data-bbox="152 52 604 92"><b>4. EMOTIONS: BEFORE / AFTER</b></div> <div data-bbox="721 105 772 142"><b>EM</b></div> <div data-bbox="152 159 647 196">Lost and insecure/confident and in control</div>		<div data-bbox="1509 41 2042 78">Implementing them to wear them without fail</div>	
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