

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <div>Children under six</div> <div>CS</div>	6. CUSTOMER CONSTRAINTS <div>spending power, budget, no cash, network connection, available devices.</div> <div></div>	5. AVAILABLE SOLUTIONS <div>Fire fighters and trained swimmers</div> <div></div>	Explore AS, differen
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <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>	9. PROBLEM ROOT CAUSE <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>	7. BEHAVIOUR <div>Install drowning detectors, or call for emergency help</div> <div>BE</div>	Focus on J&P, tap into BE, understand RC
	3. TRIGGERS <div>Seeing others install virtual eye on their swimming pools</div> <div>TR</div>	10. YOUR SOLUTION <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>SL</div>	8. CHANNELS of BEHAVIOUR <div>8.1 ONLINE Ordering of drowning detectors, or pool lifeguards</div> <div>8.2 OFFLINE</div> <div>CH</div>	
	4. EMOTIONS: BEFORE / AFTER <div>Lost and insecure/confident and in control</div> <div>EM</div>		<div>Implementing them to wear them without fail</div>	