Define CS, fit into CC

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

Explore AS, different

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

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