

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

working parents of kids under Six

6. CUSTOMER CONSTRAINTS

CC

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

5. AVAILABLE SOLUTIONS

AS

Learning basic swimming Wear a life jacket Supervise closely

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

With the help of a Virtual eye (camera) which is connected to Artificial Intelligence(AI).
By studying body movement pattern we can reduce the risk of drowning .

9. PROBLEM ROOT CAUSE

RC

The most common cause of drowning in not knowing how to swim.
Many adults and children will attempt to get into the water without proper swimming training

7. BEHAVIOUR

BE

Install drowning detector or call for emergency help

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

Identify strong TR & EM

3. TRIGGERS

TR

People are triggered to act when they see that the ability to help the drowners has gone beyond the hands of the lifeguards nearby

4. EMOTIONS: BEFORE / AFTER

EM

Before installing the system, the beginners would lose their balance, feel scared that they might drown and suffocate. But after deploying the virtual system, they feel secure and are open to swim without any fears

10. YOUR SOLUTION

SL

The proposed system will study body movement patterns by connecting cameras to AI. Cameras have to be installed underwater and ceiling which doesn't replace the lifeguard but acts as an additional tool.

8.CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

The pool management can advertise that they've installed new safety system and would encourage people to come over

8.2 OFFLINE

The parents of kids who go to swim can spread good word about this system to their Circle of friends and relatives so that trust is built

Identify strong TR & EM