1. CUSTOMER SEGMENT(S)   CS

Those who begin to learn swimming and professional swimmers i.e. kids above the age of 10 and adults experienced in swimming.

6. CUSTOMER CONSTRAINTS   CC

Control access to water hazards entirely reduces water hazards exposure and risk

5. AVAILABLE SOLUTIONS   AS

Construct and use a four-sided fence that fully encloses the pool and separates it from the house,with self closing and self latching gates.

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

2. JOBS-TO-BE-DONE / PROBLEMS   J&P

The protection devices provided for the swimmers should be worn and enable for signal by them at all time especially when in the pools.

9. PROBLEM ROOT CAUSE   RC

Lack of close supervision

Failure to wear life jackets(especially for boating deaths)

Using alcohol around the water

7. BEHAVIOUR   BE

In order to quickly help the lifesavers judge whether people are drowning in the swimming pool,by analyzing the spatial distribution of swimming pool when swimmers are normally swimming.

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

Identify strong TR & EM

3. TRIGGERS   TR

This technology encourages even the budding swimmers to learn swimming even in the shallow areas.

10. YOUR SOLUTION   SL

Wrist alarms sound when the wearer goes in the water.These devices won'twork unless they are worn and the children are notorious for taking them off.

8.
NELS of BEHAVIOUR   CH

8.1   ONLINE
They must wear the watches all the time when they are in swimming pools then only theonline website tracks them

8.2   OFFLINE
Supervision must be done to prevent drowning

Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER

EM

Most of the people feel afraid of trying new things but with this technology we tend toincrease their curiosity.