Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

Children under six

6. CUSTOMER CONSTRAINTS

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

5. AVAILABLE SOLUTIONS

Fire fighters and trained

Explore AS, differenti

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

9. PROBLEM ROOT CAUSE   RC

customers have to do it   because of the change in luxurious activities have drastically increased and

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

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