

	<div><div>1. CUSTOMER SEGMENT(S)</div><div>CS</div><div>Those who begin to learn swimming and professional swimmers i.e. kids above the age of 10 and adults experienced in swimming.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>CC</div><div>Control access to water hazards entirely reduces water hazards exposure and risk</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>AS</div><div>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.</div></div>	
<div>Focus on J&P, tap into BE, understand RC</div>	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>J&P</div><div>The protection devices provided for the swimmers should be worn and enable for signal by them at all time especially when in the pools.</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>RC</div><div>Lack of close supervision Failure to wear life jackets(especially for boating deaths) Using alcohol around the water</div></div>	<div><div>7. BEHAVIOUR</div><div>BE</div><div>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.</div></div>	<div>Focus on J&P, tap into BE, understand RC</div>
<div>Identify strong TR & EM</div>	<div><div>3. TRIGGERS</div><div>TR</div><div>This technology encourages even the budding swimmers to learn swimming even in the shallow areas.</div></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><div>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.</div></div>	<div><div>8. NELS of BEHAVIOUR</div><div>CHAN CH</div><div><div>8.1 ONLINE</div><div>They must wear the watches all the time when they are in swimming pools then only theonline website tracks them</div></div><div><div>8.2 OFFLINE</div><div>Supervision must be done to prevent drowning</div></div></div>	<div>Identify strong TR & EM</div>

	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>Most of the people feel afraid of trying new things but with this technology we tend to increase their curiosity.</div></div> <div>EM</div>		
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