Project Title: TMIDxxxxxx

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Trainer can't monitor all the

swimmers at a time

No proper system to detect

drowning

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this

problem exists? What is the back

story behind the need to do this job?

i.e. customers have to do it because of the change in regulations.

Since there is no proper system for drowning detection, the possibilities of unplanned dead are high so there is a need for developing a proper system that gives accuracy on drowning detection.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

i.e. directly related: find the right solar panel installer, calculate

usage and benefits; indirectly associated: customers spend free

time on volunteering work (i.e. Greenpeace)

Research about drowning people.

Search for solution in online

Seek suggestion from other

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

Define CS, fit into CC

1. CUSTOMER SEGMENT(S

Developers and Ordinary people, Organization and Trainers

CS

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices

of solutions? i.e. spending power, budget, no cash, network connection, available devices..

It will be in affordable price and User - friendly device.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem

or need to get the job done? What have they tried in the past?

What pros & cons do these solutions have? i.e. pen and paper

is an alternative to digital notetaking

A device exists which gets the data and after training the

model ,predicts the results.

Explore AS, differentiate

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

When he finds so many unexpected drowning

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

A device is developed using VIBE algorithm and YOLOv4 and detects the drowning people

It provides various functionalities such as alerting by alarm and shows the exact position of a drowning of object.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

Social media, Blogs

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Software developers and Friends

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.
Before: Tensed
After: Relaxed