**Define CS, fit into CC**

**1. CUSTOMER SEGMENT(S)**  CS

Children under six

**6. CUSTOMER CONSTRAINTS**

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

**5. AVAILABLE SOLUTIONS**

Fire fighters and trained swimmers

**Explore AS, different**

**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 probability of drowning

**9. PROBLEM ROOT CAUSE**  RC

customers have to do it because of the change in luxurious activities have drastically increased and polls have become common everywhere.

**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**<br><br>Implementing them to wear them without fail EM<br><br>Lost and insecure/confident and in control | | |
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