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|------------------------|---|---|---|---------------------------|
| Define CS, fit into CC | <p>1. CUSTOMER SEGMENT(S) CS</p> <p>People who use swimming pools, maintain swimming pools, lifeguards etc.,</p> | <p>6. CUSTOMER CONSTRAINTS CC</p> <p>Spending power, network facilities, maintenance</p> | <p>5. AVAILABLE SOLUTIONS AS</p> <p>Customers can attach a device in their arm (like a watch) to monitor their movements, hear rate which can send signals when the person is drowning</p> | Explore AS, differentiate |
| | <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>Monitor each and every person in the swimming pool, identify drowning person and alert concerned authorities</p> | <p>9. PROBLEM ROOT CAUSE RC</p> <p>People may not be experts in swimming or may have a medical condition</p> | <p>7. BEHAVIOUR BE</p> <p>Find appropriate place to install the monitor and provide necessary facilities for the system operator</p> | |
| | Focus on J&P, tap into BE, understand RC | | | |

3. TRIGGERS

TR

Seeing their neighbors install the device, reading about the device in newspapers and watching it being used in a sophisticated place in the society

4. EMOTIONS: BEFORE / AFTER

EM

Customers face fear, hesitation, discomfort and anxiety when they face a problem, later they feel confident, safe and secure

10. YOUR SOLUTION

SL

A vision-based monitoring system to watch over the people using the swimming pool and identify the people who are drowning and alerting the concerned people

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

Install and operate the software that takes in video footage and identifies drowning people

8.2 OFFLINE

setting up camera and alarm systems etc