

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) 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
	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 customers have to do it because of the change in luxurious activities have drastically increased and polls have become common everywhere.	7. BEHAVIOUR Install drowning detectors, or call for emergency help	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
3. TRIGGERS Seeing others install virtual eye on their swimming pools		10. YOUR SOLUTION we make use of one camera that streams the video underwater and analyses the position of swimmersto assess the probability of drowning		8. CHANNELS of BEHAVIOUR ONLINE Ordering of drowning detectors, or pool lifeguards OFFLINE

	<div data-bbox="152 52 600 87">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="721 103 772 138">EM</div> <div data-bbox="152 156 645 188">Lost and insecure/confident and in control</div>		<div data-bbox="1509 36 2040 71">Implementing them to wear them without fail</div>	
--	--	--	--	--