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|------------------------|---|---|---|-------------------------------------|
| Define CS, fit into CL | <div><div>1.CUSTOMER SEGMENT(S)</div><div>CS</div><p>Customers are the people who are going to swim in the swimming pool</p></div> | <div><div>6.CUSTOMER LIMITATIONS</div><div>DC, BUDGET, DEVICES</div><div>CL</div><p>The expectation of the customer for the budget will be low and for devices the customer needs a device in high quality.</p></div> | <div><div>5.AVAILABLE SOLUTIONS</div><div>PROS & CONS</div><div>AS</div><p>When a camera detects an active drowning of a person it alerts the lifeguards by sound alarm. But sometimes they can be late. So we can use automatic lifejacket and we can also use sensor gadgets for monitoring breathing activity of a customer.</p></div> | Explore AS, differentiate |
| | <div><div>2.PROBLEMS / PAINS + ITS FREQUENCY</div><div>PR</div><p>The fastest way to provide safety is automatic lifejackets and its cost can be high. Another fastest way is to monitor the customers breathing activity with the help of sensor gadgets and its cost and frequency can be high too.</p></div> | <div><div>9.PROBLEM ROOT / CAUSE</div><div>RC</div><p>The problem can be occur if the swimmer do not know swimming or if the swimmer is allergical to the chlorine used in pools or if he drinks the water too much while swimming or else his body conditions are weak.</p></div> | <div><div>7.BEHAVIOR + ITS INTENSITY</div><div>BE</div><p>In order to save the person who is drowning, the behavior of the person must be detected by the sensors. The intensity of the detection by the sensors can be improved by providing many similar actions of the persons while drowning to the sensor devices.</p></div> | |
| | Focus on PR, tap into BE, understand RC | Identify strong TR & EM | <div><div>3.TRIGGERS TO ACT</div><div>TR</div><p>Lifeguards must be triggered by sound alarms to ensure safety to swimmers.</p></div> | Extract online and offline CH of BE |
| | | | <div><div>4.EMOTIONS</div><div>BEFORE / AFTER</div><div>EM</div><p>The swimmer will be frightened to swim and in case if he tries to swim and starting to drowning he will be trembled and moves hands faster to come above water surface.</p></div> | |
| | | <div><div>10.YOUR SOLUTION</div><div>SL</div><p>Thus in order to monitor the health conditions of the person sensor gadgets can be provided. Swimming pool can be categorized for both the persons who knows or who do not know the swimming. Also life jackets can be provided for safety purpose.</p></div> | <div><div>8.CHANNELS OF BEHAVIOR</div><div>ONLINE</div><div>CH</div><p>The customers should be contact with the help of email by registration process.</p></div> <div><div>OFFLINE</div><p>The customers should be in contact by the lifeguards.</p></div> | |