

	3. TRIGGERS	TR	10. YOUR SOLUTION	SL we make use of one		CH	
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Seeing others install virtual eye on their swimming pools		camera that streams the analyses the position of probability of drowning	8. CHANNELS of BEHAVIOUR 8.1 ONLINE Ordering of drowning detectors, or pool lifeguards 8.2 OFFLINE	
Define CS, fit into CC Focus on J&P, tap into BE, understand RC	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 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 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	

	<div data-bbox="152 36 607 76">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="723 36 775 76">EM</div> <div data-bbox="152 140 651 172">Lost and insecure/confident and in control</div>		<div data-bbox="1512 36 2049 76">Implementing them to wear them without fail</div>	
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