Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Newbie swimmers
- Parent of young children
- Swimming pool owners

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Cost
- Installation of devices
- No adequate knowledge of the system

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

- Hiring more lifeguards
- Using wristbands

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Need for safety during the swimming of their children
- Drowning alert
- Fatality rate

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

The problem is mostly caused by the delayed reaction of lifeguard which causes in delayed rescue of the victim missing the golden hour.

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- Need for safety
- Extra surveilance

Focus on J&P, tap into BE, understand RC

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- Need for safety during swimming for their children
- Drowning alert
- Fatality rate

10. YOUR SOLUTION — SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Fixing underwater cameras and cameras at lifeguard perspective and with the help of collected data processing the video real time which helps in

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

It is in online format as the images are recorded and processed to help identify the drowning movements hence it is only used in online mode.

4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards?

i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

- Fear of drowning >>>>>relief on swimming
- High fatality rate>>>>>Low fatality rate
- Low confidence>>>>>>High confidence

identifying swimmers movements inside and above the swimming pool which alerts the lifeguard to rescue the victim.

This act as a extra eyes for the lifeguard.