Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

1. All swimming pool owners
2. Swimmers

6. CUSTOMER CONSTRAINTS — CC

1. Cost required to develop the model and software
2. Lack of awareness

5. AVAILABLE SOLUTIONS — AS

1. Wristband- tracks blood pressure and breathing level
2. Sound tracker- tracks the screams and alerts
3. Facial expression detector
4. height checker

Previously used method- WristBand

Pros- Accuracy
Cons- Cost, frequent alarms even when no one is drowning

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Need to save the person who's drowning in the pool. Every several lives are lost due to drowning. This should be prevented So need to build a drown-detecting system that alarms when a person is found drowning

9. PROBLEM ROOT CAUSE — RC

This problem has arised due to the carelessness of the swimmers as well as the trainer. The study has shown that several kids and few adults have lost their lives due to drowning in pools. Un trained swimmers let into the deep waters also cause drowning. The lack of seriousness of the swimmers also lead to drowning.

7. BEHAVIOUR — BE

The pool owners need to install the Virtual Eye system to detect the person drowning.

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

3. TRIGGERS

`TR`

The increasing numbers of deaths due to drowning in several countries, especially with kids. This needs a sudden action.

4. EMOTIONS: BEFORE / AFTER

`EM`

BEFORE

The parents sending their kids would worry about the safety, were scared and reluctant to send them for training.

AFTER

Confident and ready to send them for training, relaxed and happy.

10. YOUR SOLUTION

`SL`
r

We need to build a detecting system that detects the facial expressions, floating style of the swimmers and groups into drowning and normal. It also detects the sounds made by the swimmers and the screams are analyzed and grouped. If it falls under drowning, an alarm would ring that would make the trainer arrive and save the person drowning.

8.CHANNELS of BEHAVIOUR

`CH`

8.1   ONLINE
The customers (Pool owners)need to register on;ine for the Virtual Eye to order for their pool.

8.2   OFFLINE
They need to install the system at their pool premises. They also have to educate the trainers regarding the system and the rules to be followed.