

Project Title: VIRTUAL EYE – LIFE GUARD FOR SWIMMING POOLS TO DETECT ACTIVE DROWNING			Project Design Phase-I - Solution Fit Template			Team ID: PNT2022TMID2564		
Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div>		<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>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.</div>		<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div>		Explore AS, differentiate	
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div> <div>To detect for a drowning person in the swimming pool</div>		<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>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.</div> <div>The root cause for drowning to exist is not mastering the art of swimming and not being calm under such situations</div>		<div>7. BEHAVIOUR<div>BE</div></div> <div>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)</div> <div>Make more secure swimming pools with gradual height increases, supporting bars &amp; have the right amount of lifeguards according to the pool size</div>		Focus on J&P, tap into BE, understand RC	
Identify strong TR & EM	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>How do customers feel when they face a problem or a job and afterwards? The main trigger should be the alarming number of deaths due to drowning design. They feel a sense of loss, hopelessness, a lifelong fear towards any waterbody</div>		<div>10. SOLUTION FIT If you are working on a new business proposition, then keep it viable with your business canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div>		<div>8. OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Customers from online read ways to mitigate this problem In offline they try safetying the swimming pool by installing support rods, appointing competent life guards</div>		Identify strong TR & EM	