

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>CS</div><div>Children of young age 3 - 12</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>CC</div><div>What constraints prevent your customers from taking action or limit their choices of solutions? Lack of technology, budget issues, available devices</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>AS</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 & cons do these solutions have? Swim ring and pool float are alternatives to keep customer floating</div></div>	Explore AS, differentiate	
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>J&P</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. Active drowning can happen anytime, not all customer would be attentive at the time of drowning. Lack of awareness about such technology, need to learn about the know hows of the technology.</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>RC</div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job? Customers have to do it because it is difficult to detect active drowning. Immediate detection will help greatly.</div></div>	<div><div>7. BEHAVIOUR</div><div>BE</div><div>What does your customer do to address the problem and get the job done? Find the proper sensors and algorithms needed, get the surveillance cameras installed, and get it checked, and regular maintenance of the device</div></div>		Focus on J&P, tap into BE, understand RC
	<div><div>3. TRIGGERS</div><div>TR</div><div>What triggers customers to act? Reading more about active drowning and realizing same could happen to them, probably had a drowning experience</div></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><div>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 behavior. Surveillance camera with image processing using Convolutional Neural networks and YOLO algorithm.</div></div>	<div><div>8.CHANNELS of BEHAVIOUR</div><div>CH</div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7 Virtually, customers can monitor the activities in the swimming pool and can take appropriate measures.</div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Being present offline, customers can readily jump in and save them and help them recover from the trauma.</div></div></div>		

	<div data-bbox="152 65 454 89" data-label="Section-Header"><p>4. EMOTIONS: BEFORE / AFTER</p></div> <div data-bbox="152 97 678 137" data-label="Text"><p>How do customers feel when they face a problem or a job and afterwards? Lost, less confident > assured, can handle things</p></div>			
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