

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer?</div><div>Children who love to play in the swimming pool and the beginners.</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>What constraints prevent your customers from taking action or limit their choices of solutions?</div><div>Devices like underwater cameras and increase in monitoring methods.By installing more underwater cameras and drowning detectors can improve the system.</div></div>	<div>5. AVAILABLE SOLUTIONS<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?</div><div>There are two types of drowning prevention,first is installing cameras which intended to keep a person afloat when in the water and sound the alarm when a person is drowning in the water by detecting their motions.Another one is a well trained lifeguard.The major responsibility of a lifeguard is to prevent drowning and other injuries from occurring.The pros of this is installation and the alarm system is it reduce drownings and assure pool safety effectively.The main disadvantage is it needs ongoing monitoring always.</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<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>There are lots of drowning happening now a days.There is no proper monitoring systems or lifeguards are there in the swimming pools which causes many people and children under age of 5 is drowning in the water.</div></div>	<div>9. PROBLEM ROOT CAUSE<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>Drowning occurs in many situations like losing breath control or losing balance,children entering in the deeper side of the pool by accident,colliding into each other and so on.Beginners and the kids parents should be more aware of it.</div></div>	<div>7. BEHAVIOUR<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>Lifeguards need to monitor the swimmers and identify the drowning person and the movements of the particular person is identified using the drowning detection system.People will be more aware of drowning and will be more careful when someone drown.They will inform the higher heads about the incident and will complain to the management of the swimming pool.They will create awareness for their friends and families.People will calculate the benefit of drowning detection system.</div></div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>People get triggered by seeing a not well maintained drowning detection system and the lifeguards who are not so well trained to control these situations.</div></div>	10. YOUR SOLUTION <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 behaviour.</div> <div>In VirtualEye lifeguard drowning detection system,it is possible to extract and store not only the videos but also the pulse rate of a victim so it will be helpful to identify the reason behind the drowning.It can generate revenue from the public and lifeguard and collaborate with maritime sector and other swimming pool authorities.Accurate pulse rate detection is done using Deep Learning.</div>	<div>8.CHANNELS of BEHAVIOUR<div>8.1 ONLINE<div>What kind of actions do customers take online? Extract online channels from #7</div><div>People/Customers will post the issue in social media and create an awareness among the public and tell the ways to avoid drowning.They will research about the Drowning Detection System.</div></div><div>8.2 OFFLINE<div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>People/Customers will be more cautious and inform the management or the higher heads about the issue to prevent the incident from happening again.</div></div></div>	Focus on J&P, tap into BE, understand RC
<div>4. EMOTIONS: BEFORE / AFTER<div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div>Before:People feel afraid, find it hard to breathe,lose control and suffocate which leads to drowning. After:After the new system is proposed,People are positive and assured.</div></div>				
Identify strong TR & EM				Identify strong TR & EM

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