Project Design Phase-I
Problem – Solution Fit Template

Date	1 October 2022
Team ID	PNT2022TMID07728
Project Name	VIRTUAL EYE – LIFE GUARD FOR SWIMMING POOLS TO DETECT ACTIVE DROWNING
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ❑ Solve complex problems in a way that fits the state of your customers.
- ❑ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ❑ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ❑ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ❑ **Understand the existing situation in order to improve it for your target group.**

Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) | CS

Budding Swimmers,
Children,
Older People,
Young People.

6. CUSTOMER | 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.

Spending Power and Money , Network connection.

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

System by analyzing the movement and shape, evaluates swimmers' condition based on visual based monitoring device and an alarm to alert the lifeguards and provides solution in detecting drowning incidents.

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS | J&P

Record all the activities in the pools,
To make a built-in notification system that produces alarms.

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.

Cause of accidental death,
Lack of proper monitoring.

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)

By AI Model camera to detect the Drowning Person.

Other monitoring System to ensure their life.

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

Identify strong TR & EM

3. TRIGGERS | TR

Feeling of secure life in the Swimming pool

4. EMOTIONS: BEFORE / AFTER | EM

Their insecurity would rise.

10. YOUR SOLUTION | SL

Our proposed solution is very scalable i.e., in future , there are a lot of rooms for evolving our present model by Adding new features to enhance our Virtual Eye monitoring System in the future.

8. CHANNELS of BEHAVIOUR | CH

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

Can monitor they kid using the application.

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

Quick alerting System.

Extract online & offline CH of BE

⭐ AMALTAMA