

Problem-Solution Fit canvas

Purpose / Vision

Version:

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|-------------------------|---|---|--|-----------------------------------|
| Define CS, fit into CL | 1. CUSTOMER SEGMENT(S) CS People who have recently taken drugs or alcohol are at a higher risk of drowning when in or near water than sober people. According to the CDC, around 70% of water recreation deaths and one in four emergency department visits for near-drownings are associated with alcohol consumption. | 6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> 1. Age. The Global report on drowning (2014) shows that age is one of the major risk factors for drowning. 2. Gender. Males are especially at risk of drowning, with twice the overall mortality rate of females. | 5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> 1. Near drowning. Near drowning is when the patient is rescued before the point of death or there is temporary survival. 2. Dry drowning. 3. Freshwater drowning. 4. Salt water drowning. 5. Secondary drowning. | Explore AS, differentiate |
| | 2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> 1. It is concluded that, in addition to the physical effort to keep the airway above the water, followed by the struggle to breath-hold. 2. There is a period of pain, often described as a 'burning sensation' as water enters the lung. 3. This sensation appears independent of the type of water (sea, pool, fresh). | 9. PROBLEM ROOT / CAUSE RC 1. Pneumonia. 2. Acute respiratory distress syndrome 3. Brain damage 4. Chemical and fluid imbalance in the body | 7. BEHAVIOR BE <small>+ ITS INTENSITY</small> 1. In order to quickly help lifesavers judge whether people are drowning in the swimming pool, this paper proposes one efficient behavior recognition approach by means of video sequences of underwater. 2. First, by analyzing the spatial distribution of swimming pool when swimmers are normally swimming, the data labeling and swimmer detection methods are determined. | |
| Identify strong TR & EM | 3. TRIGGERS TO ACT TR 1. Faulty electrical wiring to pool equipment such as underwater lights, pumps, filters and vacuums; 2. No GFCI (Ground-Fault Circuit-Interrupters) protections for outlets and circuits; and 3. Electrical appliances and extension cords entering the water, pool, urine and other waste create asthma. | 10. YOUR SOLUTION SL 1. Underwater Alarm Transmitter unit will be triggered by the Core unit, if drowning is detected. 2. The transmitter antennas starts transmitting the alarms that will be received by the receivers placed at various part of the lake/ pool or ocean. | 8. CHANNELS of BEHAVIOR CH ONLINE 1. Safeguard and supervise children closely. 2. Availability of surveillance of CCTV. 3. Install a pool fence. 4. Learn CPR. OFFLINE 1. Look and think before entering and Stick to your lane. 2. Bandages, rashes, and wounds. 3. Refrain from splashing. 4. The restroom is there for a reason. 5. Dress appropriately. 6. Trim your toenails. | Extract online & offline CH of BE |
| | 4. EMOTIONS EM <small>BEFORE / AFTER</small> 1. Panic attack 2. Hydrophobia 3. Troubling in breathe 4. Stress 1. Energy 2. Good exercise 3. Healthy 4. Good sleep | | | |



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