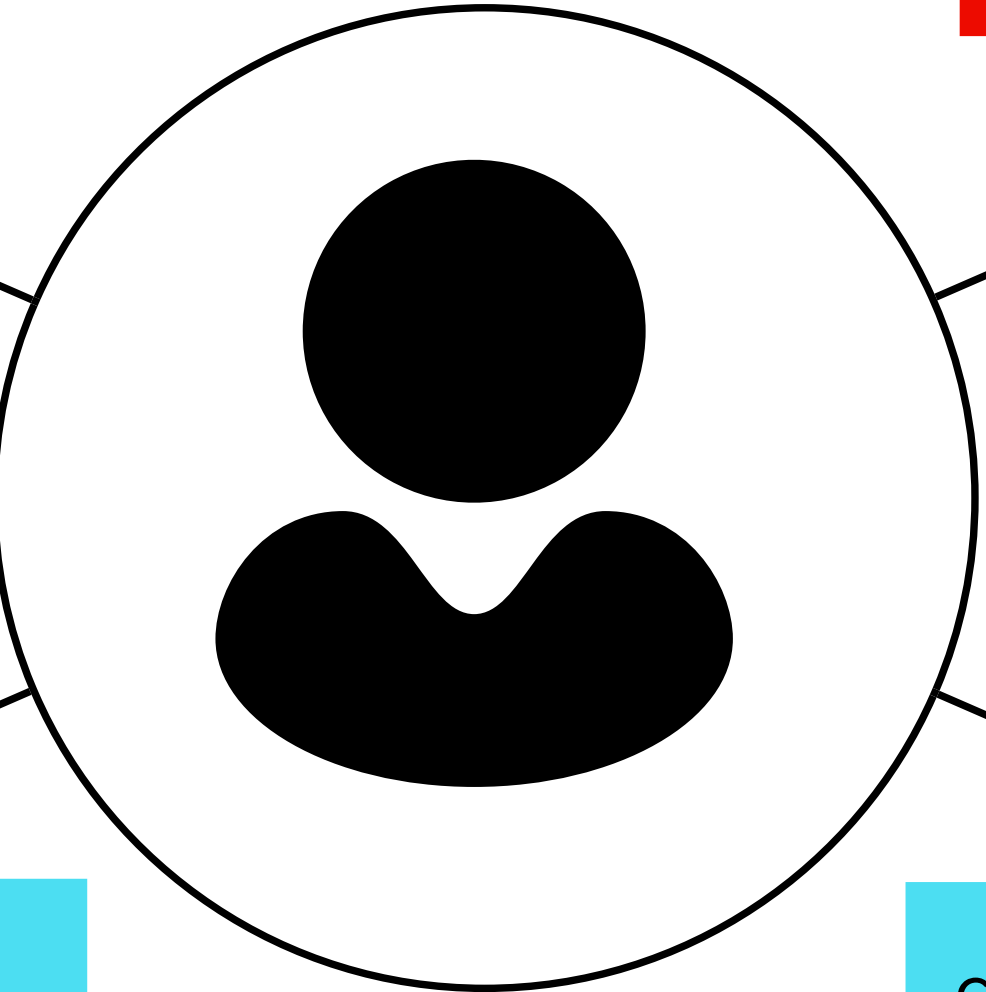


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

What do they
SEE?

environment
friends
what the market offers

Relieves
stress

Difficult to
Breathe

Can i go for
swim?

Position of
Swimmer

Children
under 6
suffer more

Highest risk
of mortality

people
considered
swimming as
hobby too

swimming is
one of the
best
exercise

Around
12million
deaths
caused yearly

Swimming
as summer
olympics

Analyse

Drowning

See video
feeds

check for
drowning
person

develop
Yolo model

Then detect
whether the
person in
pool or not?

collect
videos
frames

If drowning, with
the help of IBM
cloud DM,
Trigger the alarm
to alert for help

If not
showcase
on UI

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Maintenance
of camera

Maintenance
of swimming
pool for better
health
benefits

Expensive
infrastructure

Assigning
Staff to
monitor the
equipment

Prevention
of drowning

Analysis of
under water
life

Detect any
anomalies

Giving
sense of
security to
people