# Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S) — CS

The swimming clubs will use this Virtual eye to monitor the activity of the swimmers and alert the life guards if there is any emergency.

## 6. CUSTOMER — CC

- Extreme power consumption for underwater camera usage and the budget is increased
- High maintenance for underwater camera thereby increasing cost.
- Alert system and underwater camera should be connected 24/7.
- There is an uncertainty in the functionality of this system i.e there is a chance of false judgement.

## 5. AVAILABLE SOLUTIONS — AS

In the past, they hired life guards to,

- Practice scanning and observing the water.
- Recognize the physical signs of drowning.
- Keep an eye out for other problems.

Pros:

- Well trained and experienced lifeguards

Cons:

- Increased exposure to chlorine
- There is always an uncertainty in this job

Explore AS, differentiate

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

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

- Consistent monitoring of swimmers.
- Alerting the life guards when drowning is detected.
- There is a possibility of False judgement in drowning detection by the system.

## 9. PROBLEM ROOT CAUSE — RC

- Not being able to swim
- Missing or ineffective fences around water
- Lack of close supervision
- Location
- People with medical condition

## 7. BEHAVIOUR — BE

- Directly related: The life guard will rely on the virtual eye when he is on a break.
- Indirectly associated: A backup generator for an uninterrupted power supply to have the cameras working 24/7.

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

Identify strong TR & EM

## 3. TRIGGERS — TR

An efficient system which detects and alerts accurately when a person is drowning.

## 4. EMOTIONS: BEFORE / AFTER — EM

Confused, insecure > trust worthy(safe), feels in control of the situation.

## 10. YOUR SOLUTION — SL

As a POC we make use of one camera that streams the video underwater and analyses the position of swimmers to assess the probability of drowning, if it is higher then an alert will be generated to attract lifeguard's attention. The system is not designed to replace a lifeguard or other human monitor, but to act as an additional tool. "It helps the lifeguard to detect the underwater situation where they can't easily observe.

## 8. CHANNELS of BEHAVIOUR — CH

**8.1 ONLINE**

Alert is sent through the application to the life guards mobile when drowning is detected, provided the life guard is in the vicinity.

**8.2 OFFLINE**

The Emergency warning system will alert the life guard and people surrounding the swimming pool with emergency sound and light. This helps in preventing the chances of drowning.

Extract online & offline CH of BE



AMALTAMA