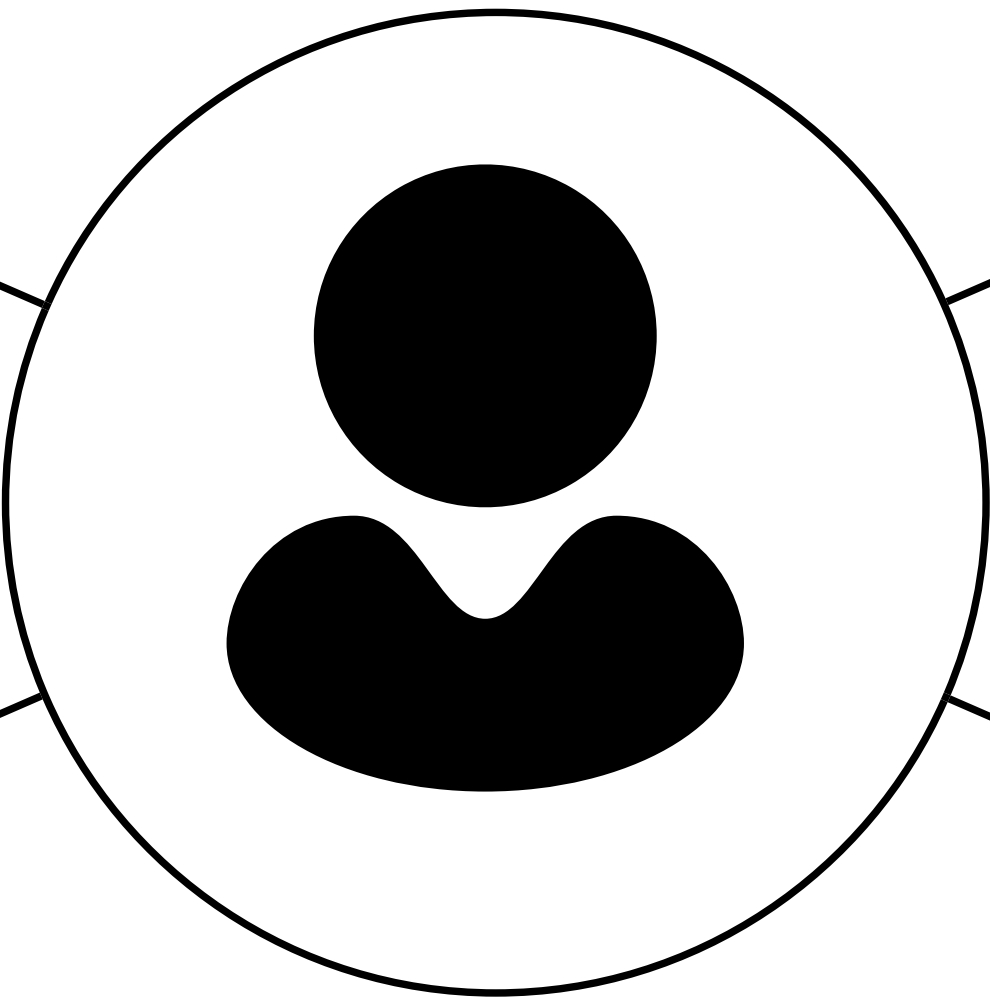


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



THEY CAN FEEL A  
SAFE  
ENVIRONMANT

USERS THINK  
THAT THEY ARE  
SAFE AND  
PRACTICE WELL

USERS FEEL  
RELAXED  
DURING THEIR  
SESSION

IT IMPROVES  
THE SKILLS  
OF SWIMMER

MAKES  
THEM FEEL  
SAFE

HELPS  
TRAINER  
TO TRAIN  
BETTER

USERS CAN FEEL  
A SAFE  
ENVIRONMENT

USERS CAN  
LEARN  
SWIMMING  
EFFICIENTLY

IT REDUCES  
THE EFFORT  
OF TRAINER

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

SAFETY OF  
USERS

INCREASES  
THE  
CONFIDENCE

IMPROVES  
THE  
SWIMMING  
SKILLS

**PAIN**

fears  
frustrations  
obstacles

LESS SAFE

TRAINER  
SHOULD BE  
ALWAYS  
NEAR

LESS  
CONFIDENCE

**GAIN**

"wants" / needs  
measures of success  
obstacles

COMPARATIVELY  
SAFER THEN  
NORMAL METHOD

REDUCES  
THE STRESS  
FOR TRAINER

INCREASES  
THE  
CONFIDENCE  
OF SWIMMER

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