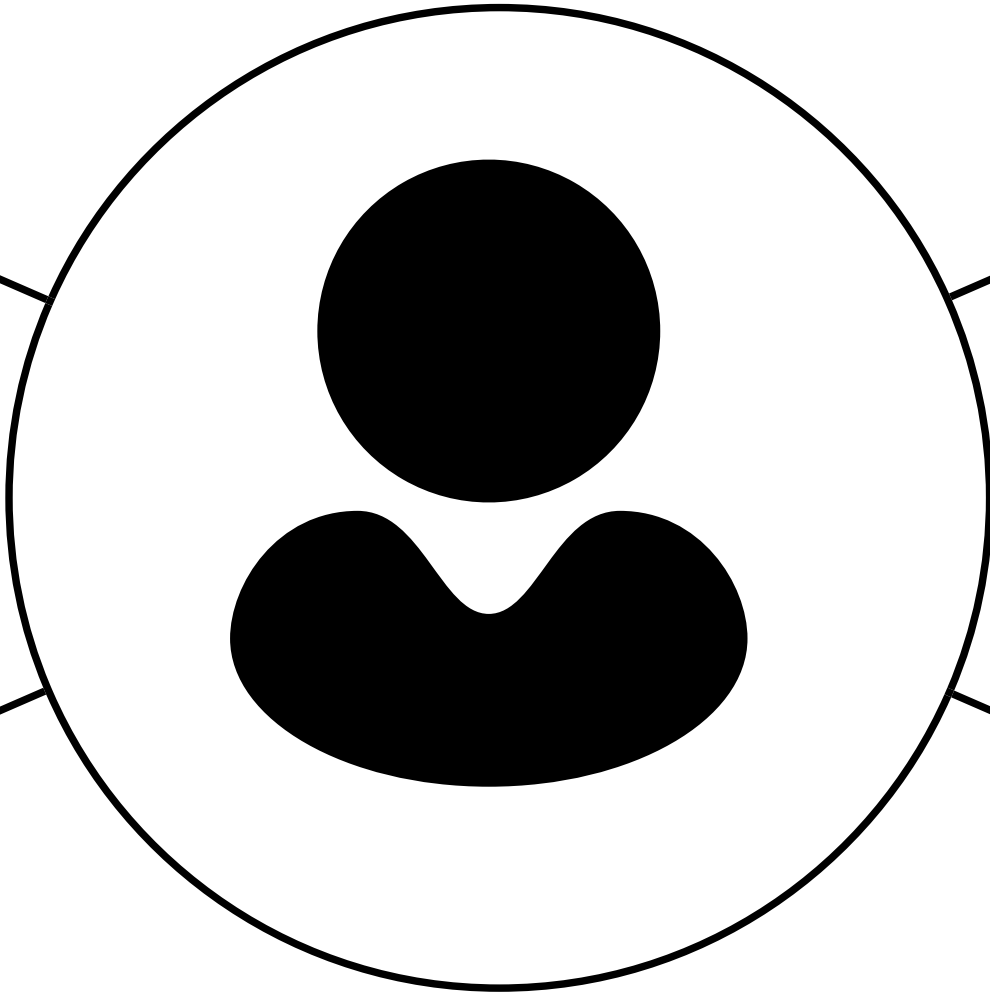


Easy
Access

How is this
affecting
me?

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Will the
system
provide
safety



User
friendly
UI

Monitoring
video feed
on website

Try to determine
and come up with
most safe and
effective strategy
to ensure safety of
drowning subject

What do they
SEE?
environment
friends
what the market offers

What do they
HEAR?
what friends say
what boss say
what influencers say

What
improvements
can be done?

Is the system
feasible and
reliable?

We need a
detection
system

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

Want a
accurate
model

Timely
Response

Need for
High
Efficiency

PAIN
fears
frustrations
obstacles

Expertise in
Deep
Learning

Sense of
comfort when
I make
decision

GAIN
"wants" / needs
measures of success
obstacles

Less stress if
the
information
is accurate

Improve
Accuracy

Real time
recognition

Eliminates
Human
Errors