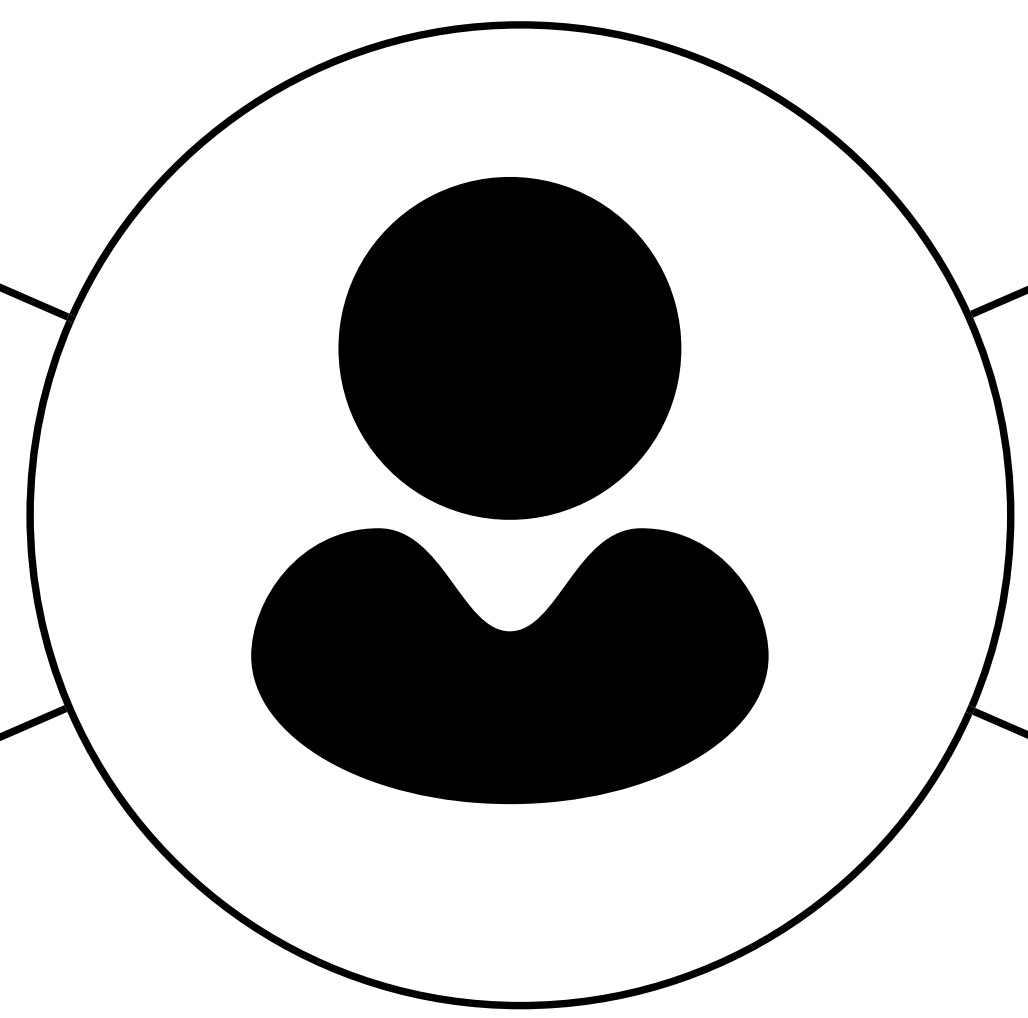


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Active drowning will be reduced
- Range of detection will be increased in future
- It will be developed for rivers and cannels in future

- Tasks to detect behavior of drowning
- Proposes an idea of drowning detection
- Has plans for implementing

- This will protect drowning people
- Number of drowning people will be reduced
- It will act as a life saver guard

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

- Contains a laser which shows the drowning people
- Also will be implemented by vibration sensor
- Can detect people drowning up to a certain range

PAIN

fears
frustrations
obstacles

- Need more training for the model
- Need additional resources for the database
- Set of cameras required

GAIN

"wants" / needs
measures of success
obstacles

- Alarm setup, which alerts everyone in the pool
- Can detect the accurate area of drowning people
- Can reduce rate of death in pools