





Project Design Phase – II

CUSTOMER JOURNEY MAP

Date	08 October 2022
Team ID	PNT2022TMID30129
Project Name	VIRTUAL EYE - LIFE GUARD FOR SWIMMING POOLS TO DETECT ACTIVE DROWNING
Maximum Marks	4 Marks

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Identify drowning of people and their location	Can detect any number of drowning people simultaneously Alerts the lifeguard immediately	Band detects the motion of the swimmer Band sends the signal to sensor located in pool Sensor finds the exact location of drowner Lifeguard receives the location of drowner from sensor	More suitable because it sends signal immediately They can reduce the unfortunate deaths
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Reduce fear of swimming It can reduce parents' anxieties about child from drowning	This can save the swimmer before the critical situation The prediction is more accurate	Exact position of drowner are deducted Provide extra support to the lifeguards The band and sensor can pass signal up to a desired radius	Sensor is connected with both band and alarm It analyses the video frame by frame This is cost efficient
Touchpoint What part of the service do they interact with?	Lifeguard will get notified when the alarm rings	This system will get more good response than before The camera will monitor in all aspect	Drowner can be detected from all corners of the pool	Alarm rings till it gets any response from guard Abnormal actions are detected from the swimmers
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Backstage				
Opportunities What could we improve or introduce?	Accuracy will be increased even more than before	Stable cameras can be used for monitoring	Rapid detection of the drowner	secure and effective
Process ownership Who is in the lead on this?	Swimmers, Lifeguards, pool owners	Swimmers and Lifeguards	Swimmers and Lifeguards	Swimmers and Lifeguards

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