Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

- Person who Swim in the swimming pool are to be constantly kept an eye over them by visual based monitoring system.

The main customers are:
- Life Guards hired at the swimming pool.
- Private Swimming pool owners.

6. CUSTOMER CC

- Customer network connection.
- Camera misunderstanding normal swimming actions to be abnormal.
- Cost of fitting and maintenance.

Explore AS, differentiate

5. AVAILABLE SOLUTIONS AS

- Detects and prevents active drowning.
- Prediction process takes place only after drowning but proposed solution uses Deep Learning Algorithm for detection so that there is a change for detecting drowning accident at earlier.

Pros: Detect before the subject has completely drowned.

Cons: If the video feed is broken or obstructed it does not give a result.

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

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

- Detect potential drowning subjects in the swimming pool.
- Existing visual based monitoring system are too economical and these are needed to environment.

9. PROBLEM ROOT CAUSE RC

- Life guard is alerted only when a person has partially/ completed drowned.
- People think that the camera that is set up to monitor the persons who are swimming are of no proper and accurate use.

7. BEHAVIOUR BE

- Saving people's life.
- The customer will exhibit his behavior until an authenticated application serves its purpose rightly.
- Taking efficiency action in case of an emergency.

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

3. TRIGGERS TR

- The customer was triggered by their surroundings talking about this approach of detecting and preventing active drowning.
- Potential subject drowning match in the video frame based on the sample image the model is trained on.

4. EMOTIONS: BEFORE / AFTER EM

Before:
Fear of unprotected swimming.
After:
Fearless and satisfactory swimming experiences.

10. YOUR SOLUTION SL

- The model uses advanced YOLO v5 Algorithm to detect potential drowning subjects which yields higher accuracy and performance compared to existing solution.
- The proposed system makes a novel attempt to evaluate swimmer condition by analyzing their motion and shape features via visual based monitoring device and an alarm to alert and provides solution in detecting drowning incidents.

8. CHANNELS of BEHAVIOUR

ONLINE:
- Monitoring active swimmers via web application.

OFFLINE:
- Be on the look for potential drowning and responding to emergencies.