Problem-Solution Fit canvas

VIRTUAL EYE - LIFE GUARD FOR SWIMMING POOLS TO DETECT ACTIVE DROWNING (PNT2022TMID23045)

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) — CS

Persons who swim in a pool are goint to be constantly kept an eye over them by a visual based monitoring system

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES — CL

--> Constant network connection
-->Camera misunderstandig normal swimming action to be abnormal
-->Cost of fitting and maintainance

5. AVAILABLE SOLUTIONS PROS & CONS — AS

-->Setting up of a camera and monitoring each and every person swimming in the pool Setting an alarm to notify the lifeguard
-->Detects and prevents active drowning

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY — PR

-->People visit the swimming pools to practice or to learn swimming. There is a possibility of someone drowning as they may be new to these activities.

-->Exisiting visual based monioring systems too economical to be adopted by every needed environment

Such kinds of deaths account for the third cause of unplanned death globally, with about 1.2 million cases yearly.

9. PROBLEM ROOT / CAUSE — RC

-->People think that the camera that is set up to monitor the persons who are swimming are of no proper and accurate use

-->Anticipation over all the other system happens when one device fails to do its service

7. BEHAVIOR + ITS INTENSITY — BE

-->The customer believes more in a manual monitoring system rather than a visual monitoring system

-->He/She wants to be always surrrounded by a lifeguard rather being monitored by a camera

The customer will exhibit this behaviour until an aunthenti-cated application serves its purpose rightly

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT — TR

-->The customer is triggered by their surrounding talking about this approach of detecting and preventing active drowning
-->Economical installation cost also plays a pivotal role

4. EMOTIONS BEFORE / AFTER — EM

BEFORE:
-->Fear of unprotected swimming
AFTER:
-->Fearless and satisfactory swimming experience

10. YOUR SOLUTION — SL

-->The proposed system makes a novel attempt to evaluate swimmers conditions by analysing their motion and shape features via visual based monitoring device and an alarm to alert, and provides solutions in detecting drowning incidents.

-->While challenging in many aspects, a successful system will bring inestimable value in saving human lives.

8. CHANNELS of BEHAVIOR — CH

ONLINE

-->Devolop an application and provide all sort of assistance to the users regarding the virtual eye

OFFLINE

-->Provide quality safetywears while swimming

Extract online & offline CH of BE