

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

save life by
notifying the
pool
lifeguards

What do they
SEE?

environment
friends
what the market offers

. This will help
lifeguards
improve their
reaction- time,
as they initiate a
rescue

Virtual Eye
detects
potential
drownings and
promptly notifies
you

To improve on how
each component is
perfectly
integrated into a
pool and rescue
operation

Virtual Eye can
warn lifeguards
much earlier than
compared to a
pool without this
technology

Unplanned
death yearly
over 1.3
million due to
drowning

it is for the wellf-
are of swimmers
who
accidentally
drown

What do they
HEAR?

what friends say
what boss say
what influencers say

influencers
say that its
useful for
pool rescuers

boss says its
helpful for a
societal cause

object
recognition
software tracks
the movements
of all swimmers
in a pool

Virtual eye works
an "extra lifeguard"
under the water of
your pool.

And in the event of
a serious drowning
incident, Virtual
Eye will provide an
alarm to pool
lifeguards.

PAIN

fears
frustrations
obstacles

biological
health effects
due to usage
of AI

fear of failure
of device due
to
malfunction

to study body
movement
patterns, water
resistant
feature

GAIN

"wants" / needs
measures of success
obstacles

Cost of water
proof camera, to
familiarize with
python-flask ,
Deep learning

analyse the
position of
swimmers to
access the
probability of
prior drowning

make use of
one camera
that streams
the video
underwater