

**What do they
THINK AND FEEL?**
**What really counts major
pre occupations worries
and aspirations**

Drowning is the
3rd leading cause
of unintentional
injury
death worldwide

Each year many
people including
children are drowned or very close to
drowning in the deeps
of the swimming pools

Real-Time Detection of a drowning person
in swimming pools
is a challenging task that requires an
accurate system



**What do they
HEAR?**
What friends say
What boss say
What influencers say

It sends
alerts

High accuracy

To overcome this
conflict
a meticulous system is
to be
implemented along the
swimming pools
to save human life

Real time detection of drowning

How the
system
works

We can devise an under water
safety system that reduces
the risk of drowning

**What do they
SAY AND DO?**
**Attitude in public
appearance**
Behaviour towards others

Expensive and valuable safety system

In this application with doing
some advanced technologies
we can identify
if anyone is drowning in a live
video feed and then send an
alert immediately

Can generate revenue from direct customers
and life guards

PAIN
Fears
Frustrations
Obstacles

Expensive installation

Low budget camera can
cause improper detection

Rescue team must be
available
always

GAIN
***wants*/ Needs**
measures of sucess
Obstacles

Reduce the death rate caused by
drowning

Easily detects accurate drowning

It helps the lifeguard to
detect the
underwater situation
where they can't easily observe