Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

Any swimmers and kids/elderly people who are at the initial stage of swimming can use this project to safeguard themselves from accidental drowning by the help of this device and pool lifeguard.

6. CUSTOMER CONSTRAINTS   CC

Spending power,budget,no cash,network connection, available device.

5. AVAILABLE SOLUTIONS   AS

Fire fighters and trained swimmer

Explore AS, lifeguide

Focus on J&P, tap into BE, understand

2. PROBLEMS   J&P

▪ Beginners, often feel it difficult to breathe underwater which causes breathing trouble which in turn causes a drowning accident in swimming pool
▪ As water is much denser than air, so there is much more resistance preventing people from being able to move through it quickly and freely so sometimes even the experienced people will find difficulty to swim .
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9. PROBLEM ROOT CAUSE   RC

• The main problem is an alert is being sent to Lifeguard only after the person is drowned down .

• However, they cannot save a person before drowning down

7. BEHAVIOUR   BE

• Saving people life

• Take effective action in emergency situation

• Attentive and energetic

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

Identify strong TR &

3. TRIGGERS

The triggers are seeing people drowning and the lifeguards are not well trained enough to handle these situations.

10. YOUR SOLUTION

We make use of one camera that streams the video under water and analyse the position of swimmers to assess the probability of drowning .

8 .CHANNELS of BEHAVIOUR

8.1   ONLINE

Ordering of drowning detectors or pool lifeguards

8.2   OFFLINE

Implementing them to wear them without fail.

4. EMOTIONS: BEFORE / AFTER   EM

Before the detection of active drowning there were many drowning accident worldwide after this ,they can only save the drowning person after he/she is drowned down by sending an alert to Lifeguard

Extract online & offline CH of BE