PROJECT DESIGN PHASE-I

SOLUTION FIT

Project Title: Virtual Eye - Life Guard for Swimming Pools to Detect Active Drowning

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Define CS, fit into CC

1. USER SEGMENT(S)



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

6. USER CONSTRAINTS



- Cost for initial investment and maintenance.
- > Constant network connection.
- Camera misunderstanding normal swimming actions to be abnormal.

5. AVAILABLE SOLUTIONS



- Detects and prevents active drowning.
- Setting up of camera and monitoring each and every person swimming in the pool setting an alarm to notify the Lifeguard.

2. JOBS-TO-BE-DONE / PROBLEMS



- Many deaths account for the third cause of unplanned death globally about 1.2M cases per Year.
- Existing visual based monitoring systems are too economical and these are needed to environment.

9. PROBLEM ROOT CAUSE



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



- The customer will exhibit his behavior until an authenticated application serves its purpose rightly.
- The customer believes more in a manual monitoring system rather than a visual monitoring system.

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

3. TRIGGERS



10. YOUR SOLUTION

> The proposed system makes a

unique attempt to evaluate

swimmers condition by analyzing

their motion and shape features

through visual based monitoring

device and an alarm to alert, and

While challenging in many aspects, a successful system will bring

inestimable value in saving human

provides solution in detecting

drowning incidents.

lives.



8. CHANNELS of BEHAVIOUR

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

Identify strong TR &

E

4. EMOTIONS: BEFORE / AFTER



BEFORE: Fear of unprotected swimming **AFTER:** Fearless and satisfactory swimming experiences

8.1 ONLINE

> Develop an application and provide all sort of assistance to the users regarding the virtual eye.

8.2 OFFLINE

Provide quality safety wares while swimming.