

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Whether the realtime detection has high accuracy?
- Has the application made through the best technologies available today?
- Does the application have reliable alert and safety systems?

What do they
HEAR?

what friends say
what boss say
what influencers say

- It has high accurate results in drowning
- It sends alerts
- It detects and rescues individuals
- It has automated and manual alert systems
- It is built using standard technologies.

What do they
SEE?

environment
friends
what the market offers

- Registration and Login
- Realtime detection in pools
- Automated and Manual Alerts
- how the system works.

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Recommend the system to other peers and partners
- Manual aters are given based on the situation.

- AI based drowning detection
- Expensive and valuable safety system.

PAIN

fears
frustrations
obstacles

- Costly installation
- Rescue team must be available
- Availability of emergency kits

GAIN

"wants" / needs
measures of success
obstacles

- Alerts
- Rescue
- Detection
- Safety