

Project Design Phase-I

Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID00795
Project Name	VirtualEye - LifeGuard for Swimming Pools to Detect Active Drowning
Maximum Marks	2 Marks

Problem – Solution Fit :

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ Understand the existing situation in order to improve it for your target group.

Problem-Solution Fit canvas
Team ID: PNT2022TMID00795
Purpose / Vision
Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Pool managers, swimmers, lifeguards, and others	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> resources, budget, and spending power.	5. AVAILABLE SOLUTIONS AS <small>PLUSSES & MINUSES</small> Smart fitness trackers are generally used to detect heart rate. Specialized drones are used to alert and rescue drowning swimmers.	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> Swimming is a leisure activity and a healthy exercise, but they can also be deadly. Although, there are lifeguards on watch, the swimmers may still face difficulties underwater and in the blindspots of the lifeguards.	9. PROBLEM ROOT / CAUSE RC amateur swimmers and certain health conditions.	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> find an appropriate camera installer and system operator	
Focus on PR, tap into BE, understand RC	3. TRIGGERS TO ACT TR When he discovers a large number of unexpected drownings	10. YOUR SOLUTION SL Using YOLOv7, a real-time, cost-effective system that can identify drowning swimmers has been developed. It offers a variety of features, including setting off alarms and displaying the precise location of someone who is drowning.	8. CHANNELS of BEHAVIOR CH ONLINE Social media and Blogs	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> Before: Tensed After: Relaxed		OFFLINE Software developers and Friends	

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