

DATE	16 OCTOBER 2022
TEAM ID	PNT2022TMID33743
PROJECT NAME	VirtualEye-Life Guard For Swimming Pools To Detect Active Drowning
MAXIMUM MARK	4 -marks

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div>Explore the guard and sign up for virtual lifeguard</div> <div>Receive the drowning detection from swimming pool</div>	<div>Receive information about swimming</div> <div>Sign up for the guard and receive the virtual lifeguard</div> <div>Swimming guard will be available virtually 24/7</div>	<div>Introduce action to swim the lifeguard</div> <div>Swimming guard will be available virtually 24/7</div> <div>Swimming guard will be available virtually 24/7</div> <div>Swimming guard will be available virtually 24/7</div>	<div>It is an excellent way of safety</div> <div>Swimming guard will be available virtually 24/7</div> <div>It is a great idea</div>
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrative.	<div>Help me to know the position of the lifeguard</div> <div>Help me to know the position of the lifeguard</div>	<div>Help me to know the position of the lifeguard</div> <div>Help me to know the position of the lifeguard</div> <div>Help me to know the position of the lifeguard</div>	<div>Help me to know the position of the lifeguard</div> <div>Help me to know the position of the lifeguard</div> <div>Help me to know the position of the lifeguard</div> <div>Help me to know the position of the lifeguard</div>	<div>Help me to know the position of the lifeguard</div> <div>Help me to know the position of the lifeguard</div> <div>Help me to know the position of the lifeguard</div>
Touchpoint What part of the service do they interact with?	<div>Information about the swimming</div>	<div>Sign up for the guard</div> <div>Sign up for the guard</div> <div>Sign up for the guard</div>	<div>Sign up for the guard</div> <div>Sign up for the guard</div> <div>Sign up for the guard</div> <div>Sign up for the guard</div>	<div>Sign up for the guard</div>
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	<div>😊</div>	<div>😊</div>	<div>😊</div>	<div>😊</div>
Insights				
Opportunities What could we improve or introduce?	<div>Introduce drowning detection system software to people.</div>	<div>Improve the security of the drowning detection system.</div>	<div>Swimming guard will be available virtually 24/7</div>	<div>Introduce the safety of the children while swimming.</div>
Process ownership Who is in the lead on this?	<div>Swimming pool owner</div>	<div>Swimming pool owner</div>	<div>Swimming pool owner and lifeguard</div>	<div>Swimming pool owner and lifeguard</div>