Problem-Solution Fit canvas

Project Title: VirtualEye - Life guard for swimming pools to detect active drowning
Team ID : PNT2022TMID30291

Project Design Phase – I : Solution Fit Template

Explore AS, differentiate
Define CS, fit into CL

1. CUSTOMER SEGMENT(S) — CS

People who manage pools, swimmers, lifeguards and so on.

6. CUSTOMER LIMITATIONS — EG. BUDGET, DEVICES — CL

Spending power, budget, available devices.

5. AVAILABLE SOLUTIONS — PROS & CONS — AS

The wrist watch is used to monitor Swimmers pulse rate. Goggles are used with inbuilt sensors to trigger the alarm. Rescue the drowning people by using drones.

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY — PR

Swimming pools are generally places of fun and healthy exercise, but they can be deadly as well. Even with a lifeguard observer on duty, swimmers may still have trouble in underwater or in parts of the pool beyond the lifeguard's field of view.

9. PROBLEM ROOT / CAUSE — RC

Unfamiliar with swimming, unaware about Swimmers medical condition etc.

7. BEHAVIOR + ITS INTENSITY — BE

Find the right camera Installer and system operator.

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT — TR

Seeing their neighbour's swimming pool installing drowning detection system, reading about a more efficient solution in the news.

4. EMOTIONS BEFORE / AFTER — EM

The customer feels insecure, panic, afraid when they face a problem, after that they feel confident and safety.

10. YOUR SOLUTION — SL

The Vision-based monitoring system is used to monitor swimmers and detect people who drown, then activate the alarm to alert the lifeguard to rescue them.

8. CHANNELS of BEHAVIOR — CH

ONLINE

Install and operate the drowning detection system software.

OFFLINE

Camera installation, alarm set-up, Rescue people.

Extract online & offline CH of BE

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