

Beach
safety
authorities

Public having
swimming
pools at their
houses

Hotels

Who is your customer?

Swimming
clubs and
camps

The model may
not exactly
reveal the
location of
drowning in
beaches

The model can
only detect
drowning, it can't
act to save
people by itself

A reliable
communication
system is
needed to avoid
any delay

Explore limitations to buy/use your product or service

Able to develop a
dataset that
encompasses all
possible actions in
swimming

works 24/7

scalable

How are you going to be different than competition?

Uses
artificial
intelligence

fail proof
dual layer
approach

reduce
drowning

reduce
insurance
losses

Focus on frequent, costly or urgent problem to solve

bring more
people to
pools

avoid legal
issues for
pool owners

lack of
proper
supervision

lack of
swimming
ability

due to
medical
reasons

Understand the cause of the problem

inadequate
safety
features

aids
lifeguards

Tap into, resemble or support existing behaviour

improves
coordination
and isolation

doesn't
panic public

increasing
drowning
life losses
every year

design triggers that fit real life, spark associations, make it familiar

alert
systems for
human aids

resemble
laboratories
under
control

Add emotions for stronger message

family bond
improves

improves
confidence
of
swimmers

no
unemployment

employ
cameras

centralised
alert system

Your "down to earth" solution guess

increase
bot to
lifeguard
ratio

works fast

uses less
compute
and
memory

Be where your customers are

doesn't
increase
cost

brings in
more sales