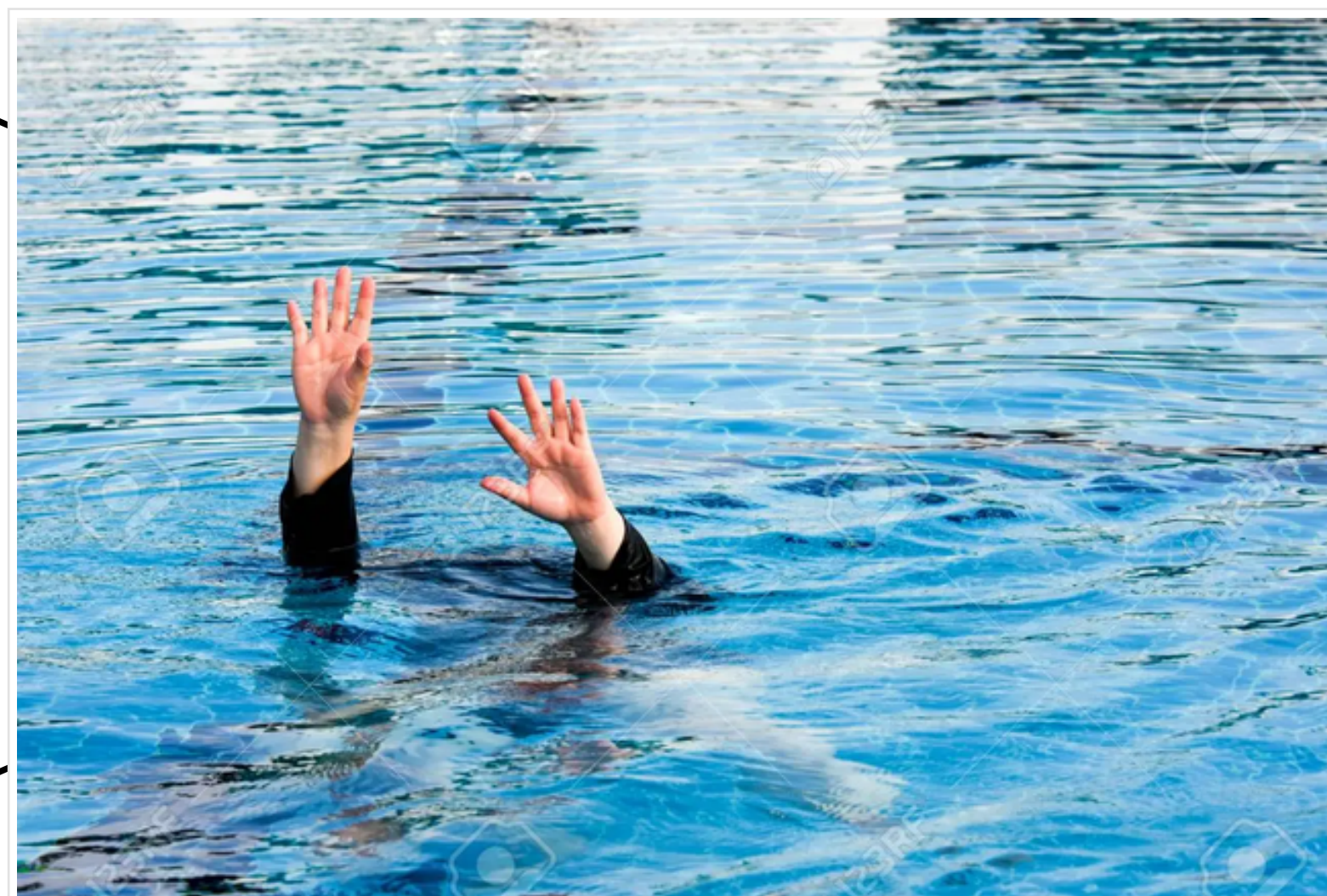# VirtualEye - Life Guard for Swimming Pools to Detect Active Drowning

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- will it be effective?
- will it incur too much cost?
- would it better to hire more?
- will it malfunction?
- a good swimming day
- concerns of privacy
- carefree time spent

What do they HEAR?
what friends say
what boss say
what influencers say

- leisure way to spend time
- others always giving a side eye
- advices on do and donts
- they say swimming is safe
- a great exercise

What do they SEE?
environment
friends
what the market offers

- safety not prioritized
- Drown related deaths
- Unsafe place for kids
- Swimming as a valuable skill
- careless lifeguards

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- always concerned
- avoiding a part of experience
- persuades others against it
- project swimming as easy
- make stunts
- mock people for not being cool

PAIN
fears
frustrations
obstacles

- instant rescue operation
- what if I drown?
- parents letting kids unguarded
- is it really a good place?

GAIN
"wants" / needs
measures of success
obstacles

- actively monitored environment
- safety as top priority
- less limitations
- quick alert system