



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Can I trust  
this?

Will they  
detect within  
few seconds  
of drowning?

Reduces  
the risk of  
drowning

Extra  
Lifeguard

Video  
surveillance  
for monitoring  
and security

Stable  
monitoring  
and highly  
effective  
detection

## What do they HEAR?

what friends say  
what boss say  
what influencers say

Secure,  
Private and  
customizable

Detect the  
under water  
situation  
easily

Well trained  
lifeguards

Clean and  
Filtered  
pool water

## What do they SEE?

environment  
friends  
what the market offers

alarm to  
alert  
lifeguards'  
attention

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Swim  
without fear

Breathe  
slowly  
under  
water

Relaxing  
and peaceful  
form of  
exercise

Use  
adequate  
swimming  
technique

## PAIN

fears  
frustrations  
obstacles

Dive head  
first is  
dangerous

Investment  
is High

Unbalanced  
Chemicals in  
water causes  
rashes

## GAIN

"wants" / needs  
measures of success  
obstacles

Reduce  
mortality  
Rate

Can learn  
new  
swimming  
styles

Improving  
coordination,  
balance and  
posture