

WHO IS YOUR CUSTOMER?

**EXPLORE LIMITATIONS
TO BUY / USE
YOUR PRODUCT
OR SERVICE**

**HOW ARE YOU
GOING TO BE
DIFFERENT THAN
COMPETITION?**

**FOCUS ON FREQUENT,
COSTLY OR URGENT
PROBLEM TO SOLVE**

**UNDERSTAND
THE CAUSE OF
THE PROBLEM**

**TAP INTO, RESEMBLE
OR SUPPORT
EXISTING BEHAVIOR**

**DESIGN TRIGGERS
THAT FIT REAL LIFE,
SPARK ASSOCIATIONS,
MAKE IT FAMILIAR**

**ADD EMOTIONS
FOR STRONGER
MESSAGE**

**YOUR
“DOWN TO EARTH”
SOLUTION GUESS**

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**BE WHERE YOUR
CUSTOMERS ARE**

1.
CUSTOMER SEGMENT(S)

6.
CUSTOMER LIMITATIONS

5.
AVAILABLE SOLUTIONS

2.
PROBLEMS / PAINS
+ frequency

9.
ROOT / CAUSE
of Problem

7.
BEHAVIOR
+ its intensity

3.
TRIGGERS TO ACT

4.
EMOTIONS
before & after

10.
YOUR SOLUTION

8.
CHANNELS OF BEHAVIOR
online + offline

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS <p>Every candidate attending a National Pool Lifeguard Qualification (NPLQ) course must be 16-years-old and jump or dive into deep water. swim 50 metres in less than 60 seconds. The average age of an employed certified lifeguard is 26 year old.</p>	6. CUSTOMER CONSTRAINTS CC <p>In this a best Pulse Rate sensor is used to detect the pulse rate of every swimmer it helps to prevent fro drowning accident .</p>	5. AVAILABLE SOLUTIONS AS <p>Prediction process take place only after drowning But we used Deep learning algorithm for Pulse rate detection so that there is a chance for predicting the drowning accident at earlier stage Merits : predict before drowning under water Demerits : If network is not available then it doesn't give a result .</p>	Explore AS, fit into CS	
	2. PROBLEMS J&P <ul style="list-style-type: none"> Beginners, often feel it difficult to breathe underwater which causes breathing trouble which in turn causes a drowning accident in swimming pool As water is much denser than air, so there is much more resistance preventing people from being able to move through it quickly and freely so sometimes even the experienced people will find difficulty to swim . 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> The main problem is an alert is being sent to Lifeguard only after the person is drowned down . however, they cannot save a person before drowning down 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Saving people life Take effective action in emergency situation Attentive and energetic 		Focus on J&P, tap into BE, understand RC
	3. TRIGGERS TR <ol style="list-style-type: none"> Detect the pulse Rate of swimmer Send an alert message to the LifeGuard Helpful for earlier prediction of drowning 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Swimming is one of the best exercise that reduce the stress but because of certain reason the drowning accident take place In our project we used pulse rate detection so there is an chance for earlier prediction and help to avoid the drowning accident. 	8. CHANNELS of BEHAVIOUR CH <ol style="list-style-type: none"> ONLINE <ol style="list-style-type: none"> Accurate pulse rate detection 8.2 OFFLINE <p>Unaccurate pulse rate detection</p> 		
4. EMOTIONS: BEFORE / AFTER EM <p>Before the detection of active drowning there were many drowning accident worldwide after this ,they can only save the drowning person after he/she is drowned down by sending an alert to Lifeguard</p>					