 VirtualEye – Life Guard for Swimming Pools to Detect Active Drowning



**1. CUSTOMER SEGMENT(S)**

**CS 6. CUSTOMER c**

**5. AVAILABLE SOLUTIONS**

* In conventional method, the life guard or the trainer had to monitor the swimmers and save them from drowning which is not possible on daily basis.
* Lifeguard.
* Swimming pool owners and swimmers.
* Parents of beginners in swimming.
* Negligence of life guards or trainers can put the swimmer’s life in danger. This constraint could be solved using this project.

**Explore AS,**

**Deﬁne CS, ﬁt into**

1. **TRIGGERS TR**



**2. JOBS-TO-BE-DONE / PROBLEMS J&P 9. PROBLEM ROOT CAUSE 7. BEHAVIOUR BE**

* Make sure that the trainer or the life guard must be well aware of using this system and it must also be made sure that the trainer must be near the alarm sound system.
* Negligence of trainers or life guards who maintains the swimming pool.
* Bad swimming practices.
* Monitor people while swimming.
* Protect people from drowning.

**Identify strong TR & EM Focus on J&P, tap into BE, understand**

* Lives endangered due to swimming.
* Personal loss due to swimming.

1. **EMOTIONS: BEFORE / AFTER EM**

**10. YOUR SOLUTION SL**

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* By using YOLO detection model, the drowning person should be detected and alarm should be played to intimate the trainer about the person’s drowning.

**Focus on J&P, tap into BE, understand**

1. **CHANNELS of BEHAVIOUR CH** 
   1. **ONLINE**

**Extract online & ofﬂine CH of BE**

* Online websites.
* Social media platforms.
  1. **OFFLINE**
* Customer throw words.
* Offline marketing.
* **Before**: Lack of Safety.
* **After**: More Safety.