1. CUSTOMER SEGMENT(S) — CS

Any swimmers and kids/elderly people who are at the initial stage of swimming can use this project to safeguard themselves from accidental drowning by the help of this device and pool lifeguard.

Define CS, fit into

6. CUSTOMER CONSTRAINTS — CC

Spending power,budget,no cash,network connection, available device.

5. AVAILABLE SOLUTIONS — AS

Fire fighters and trained swimmer

Explore AS,

2. PROBLEMS — J&P

- 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 .
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Focus on J&P, tap into BE, understand

9. PROBLEM ROOT CAUSE — RC

- 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

- Saving people life

- Take effective action in emergency situation

- Attentive and energetic

Focus on J&P, tap into BE, understand

3. TRIGGERS — TR

The triggers are seeing people drowning and the lifeguards are not well trained enough to handle these situations.

Identify strong TR &

10. YOUR SOLUTION — SL

We make use of one camera that streams the video under water and analyse the position of swimmers to assess the probability of drowning.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

Ordering of drowning detectors or pool lifeguards

8.2 OFFLINE

Implementing them to wear them without fail.

Extract online & offline CH of

4. EMOTIONS: BEFORE / AFTER — EM

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

★ **AMALTAMA**