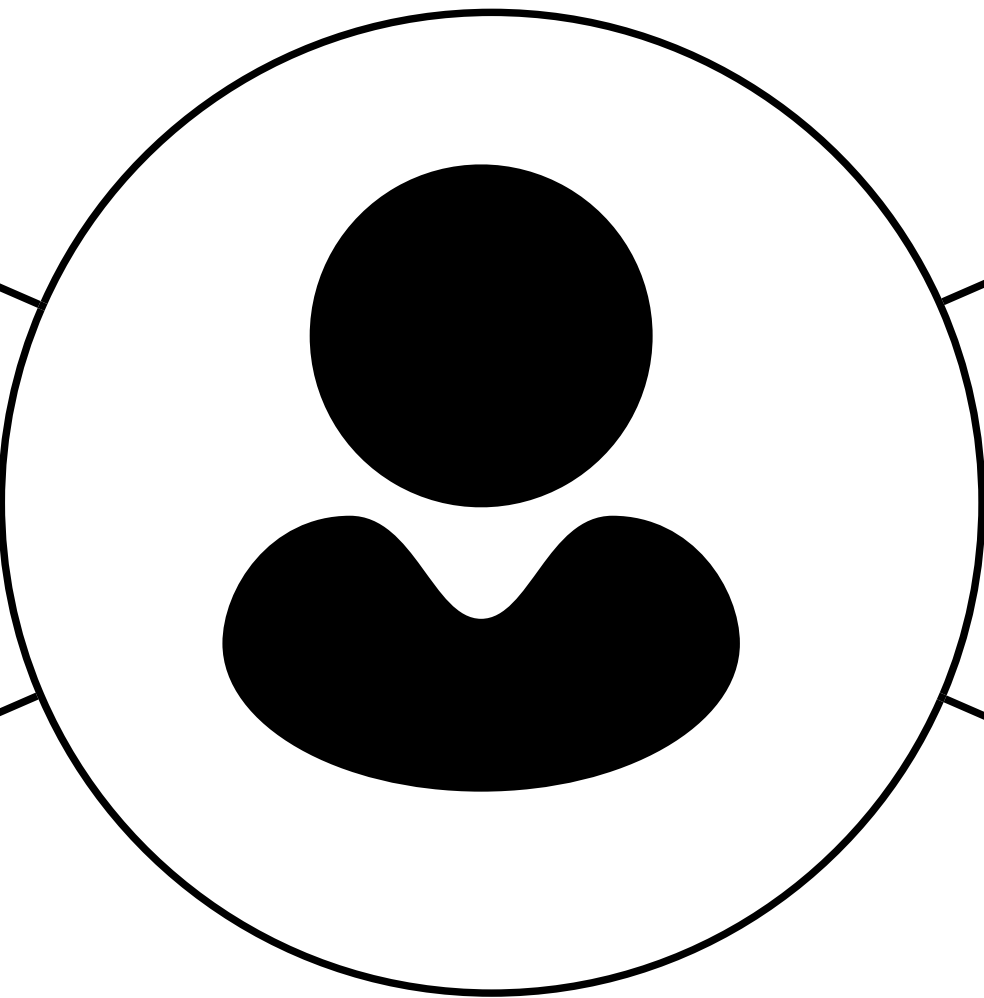


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SEE?

environment
friends
what the market offers

- Realtime detection of drowning.
- How the system works.
- We can devise an underwater pool safety system that reduces the risk of drowning.

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Can generate revenue from direct customers and lifeguards.
- In this application with using some advanced technologies, we can identify if anyone is drowning in a live video feed and then send an alert immediately.
- Expensive and valuable safety system.

PAIN

fears
frustrations
obstacles

- Expensive installation.
- Low budget camera can cause improper detection.
- Rescue team must be available always.

GAIN

“wants” / needs
measures of success
obstacles

- Easily detects accurate drowning.
- It helps the lifeguard to detect the underwater situation where they can't easily observe.
- Reduce the death rate caused by drowning.

What do they
HEAR?

what friends say
what boss say
what influencers say

- To overcome this conflict, a meticulous system is to be implemented along the swimming pools to save human life.
- High Accuracy
- It sends alerts.

- Drowning is the 3rd leading cause of unintentional injury death worldwide.
- Each year many people including children are drowned or very close to drowning in the deeps of the swimming pools.
- Real-time detection of a drowning person in swimming pools is a challenging task that requires an accurate system.