Creative Brief

This document provides a brief description of the project. It outlines the background, concept, business objectives, user value proposition / benefits, UI considerations, audience and demographics, potential challenges and objectives, and competitive landscape for the project.

Project Details

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Project name: Blue View Pool Monitoring System

Background

Aquatics facilities have occasionally struggled to rectify chemical imbalances. The reasons can range from managerial neglegence to pump malfunctions. Unfortunately, some pools have been shut down due to unacceptable health conditions which pose dangers to its patrons. The Blue View Pools Monitoring System will prevent this from happening again to another aquatic attraction.

Project Concept

Aquatics facilities and residential pools alike will heavily rely on the services provided by this product. No matter the aquatic attraction or volume, this new pool water chemical monitor will provide excellent testing results, answer questions about specific chemical-related imbalances, and offer the ability to remotely add chemicals through the pump system of the pool. The best part of this product is that it will be accessible on mobile devices, enabling aquatics supervisors or workers to check chemicals from anywhere.

Business Objectives

The goal of Blue View is to provide a revolutionary pool management system for aquatic facilities through a simple and user-friendly program. It can be viewed from a smart phone, tablet, computer, or base display screen in any pool pump room. Pool chemistry can be very complicated when it comes to rectifying an imbalance. Numerous variables could pose health risks to pool-goers if not handled properly. This new product will eliminate any uncertainty that comes with operating a pool, as all state guidelines, chemical calculations, and personalized settings will provide the necessary assistance in correcting any problem. Having a well-

maintained pool will attract new business and establish a good reputation for any aquatic facility due to its good practices and attention to patron's safety.

Once this monitoring system receives more publicity, it will be used on a wide scale. When first starting out, it will be purchased by affluent complexes. As time progresses, more facilities will decide that the Blue View Pools Monitoring System is worth the cost and will have it installed into their pool. When the demand increases, the price will then decrease.

User Value Proposition / Benefits

Having a program which can test all chemical values and temperatures in a pool will provide critical details about its current state. Despite a significant discrepancy between chemical brands, this new program has a huge database with calculations that can provide the precise amount of a product to add to a pool. It will have the ability to remotely adjust the chlorine, pH, alkalinity, and calcium levels. The temperature can also be increased and decreased as well.

UI Considerations

The home display monitor will be located in the pump room of any pool. It will have a durable touch screen interface with simplistic and logical control options. From the home screen, a menu will appear to allow the user to chose from chemical and temperature readings to general settings. Within the general settings, there will be an option that enables the user to sync the program to wifi or enable their own devices to connect with the system. By connecting the system with the internet, the user can expand their search if they are not finding the information that they need. This is also useful if they do not have their smart phone or tablet easily accessible.

Audience and Demographics

The primary target market for this new pool chemical monitoring system will be the members of management and sales teams at affluent aquatics facilities, high school and college aquatics departments, city recreational aquatics centers, amusement and theme parks, and luxury resorts. This demographic is responsible for maintaining a safe and healthy swimming environment for their patrons by adhering to state laws.

The members of management are responsible for making sure that the inner-workings of their aquatics facility are operating at optimum efficiency. According to *greatsampleresume.com*, "An aquatic manager is responsible for all operations relating to the utilization and use of a complex's aquatic facilities to promote the safety, convenience and enjoyment of the users. Typical roles of the aquatic manager include participating in the development of programs; handling various

swimming activities and maintenance and supervision of the aquatic facilities. Duties are performed under the management of the aquatic complex director. The aquatic manager needs to have thorough knowledge of operation and maintenance of pumps, motors, and other swimming pool equipment…Work may involve exposure to harmful chemicals…An aquatic manager makes $48,000 annually on average. Factors such as size of company, location, nature of the industry, benefits and experience may cause salaries to vary considerably among aquatic managers." ("Aquatic manager job description," n.d.). By having a system which gives highly-accurate advice on how to correct a pool chemical imbalance, it will facilitate the job of people under this job description. By having an accurate monitor, it can prevent the risk of human error and operating a swimming pool in unsafe conditions.

Challenges and Objectives

In order to design this pool chemical system, a decent amount of research will be needed to find the exact calculations of chemical amounts per volume of pools. Since not all pools are the same, there will need to be a way for the program to have a mathematical converter so that the user can enter in their specific data and get an exact value. In order to connect to the internet, a browser must be incorporated into the software. The program will need to be flexible so that new internet browsers can work in the future without crashing the system. The main objective of this product is to provide the best generic pool standard operating procedure possible by keeping in mind the numerous issues that aquatics facilities face on a daily basis.

Competitive Landscape

After doing some research, there are some companies that have similar features to the Blue View Pool Monitoring System. Automated ORP (Oxidation-Reduction Potential), pH, and temperature testing are frequently seen in other competing products such as those made by *IPS Controllers, ChemTrol, Hayward,* and several others. On the *Pentair* product website, it describes the features and capabilities of one of its popular pool chemical monitor systems. On the webpage, it states that "The IntelliChem Chemical Controller automatically monitors pool pH and sanitizing levels and delivers just the right amount of chemicals. IntelliChem Chemical Controller can work independently or in conjunction with other Pentair automation products. It's built-in Langelier Saturation Index calculator lets pool owners know when the water is in or out of balance ("IntelliChem water chemistry pool controller," n.d.). This product's features are very similar to that of Blue View. However, it lacks internet connection, pool chemical conversions, and the ability to adjust the alkalinity and calcium levels by a remote means. Also, the user interface consists of an older-looking display with plastic buttons and a small digital screen. The chemical values that are deemed within range are printed on the front of the plastic box on what appears to be a sticker.

References

Aquatic manager job description. (n.d.). Retrieved from

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