

## CUSTOMER SEGMENT

Citizens and Institutions

## CUSTOMER CONSTRAINTS

- Limited protective options
- Costly tracking technology

## AVAILABLE SOLUTION

- Model based real time scenarios may help in developing device with necessary functions
- Scalability by creating awareness

## JOBS-TO-BE-DONE / PROBLEMS

- Creating a monitoring system and medium to transfer information
- User friendly device for children

## PROBLEM ROOT CAUSE

The children and women are more vulnerable to danger in the society, to prevent cases such as kidnapping the tracking device is necessary

## BEHAVIOUR

Focus on prevention by alerting the relevant user with emergency message and constant signaling of the location for tracking

## TRIGGERS

A sense of danger to the individual

## EMOTIONS

BEFORE : Insecure, Anxiety, Confused

AFTER : Helplessness, Sorrow, Hopeless

## YOUR SOLUTION

By creating a model with tracking ,voice signaling and emergency protocol options

## CHANNELS of BEHAVIOUR

ONLINE :

Information will be transferred to the user like popup messages

OFFLINE :

Pre recorded voice signaling will be activated to alert locals