

<div>3. TRIGGERS</div> <div>The customers of the product are mostly parents who want to make sure their children are safe. When they come to know about a user friendly and feasible technology that can make them feel at ease without worrying about their safety they tend to approach this tech. This product has a great scope in the C2C marketing. A awareness campaign can also be conducted on how safety is important and the device guarantees such safety, this can also be a type of promotion</div> <div>TR</div>	<div>10. YOUR SOLUTION</div> <div>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. Creating a device with unique id and the ability to monitor and transmit the location the user to relevant contacts and the information is also stored in cloud DB for further functions. A geofence can be created with the help of co-ordinates and the this ensures creating a safety perimeter. The geofence and monitoring system can be made with the help of GSM and GPS. With the GSM a SIM card can be inserted which also serves as a unique id mentioned before. Where location service is disrupted a particular pre-recorded voice can be played for easy tracking.</div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>8.1 ONLINE The customers can configure the geofence through cloud functions and the information about the location is also accessed through online. 8.2 OFFLINE The customer can customize those pre-recorded audios or review their downloaded data to set destination time and location to receive pop-ups on successful arrival.</div> <div>CH</div>
<div>4. EMOTIONS: BEFORE / AFTER</div> <div>How do customers feel when they face a problem at a job and afterwards? BEFORE: Insecure, Ambiguity, Confused AFTER: Anxiety, Sorrow, Hopeless, lost</div> <div>EM</div>		

Identify

Identify strong & E