Project Design Phase-I - Solution Fit

Project Title: IoT Based Safety Gadget for Child Safety Monitoring & Notification

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Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?

The customers are:-
Working parents of 0-5 y.o. Kids
Family members,caretakers,guardians and babysitters.

6. CUSTOMER CONSTRAINTS `CC`

What constraints prevent your customers from taking action or limit their choices of solutions?
The possible constraints are
Spending power
Budget
No cash
Network connection
Available devices
Geo Positioning System (GPS)

5. AVAILABLE SOLUTIONS `AS`

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?
i.e. pen and paper is an alternative to digital notetaking

Whenever the child goes to a location other than its geofence, its parent gets a notification stating that his/her child is in danger.

Earlier the customer tried to contact their nearest police station.

Now the customer uses this application.

Pros and cons of previous solution:

Pro:

Human insight.

Con:

Unnecessary hassle and a cumbersome process.

Child's location is not easily accessible.

Pros and cons of current solution:

Pro:

Child's location is very easily accessible because the parent gets the notification.

Con:

Parents who don't have access to smart phone cannot make use of this application.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Creating a geofence around the child after monitoring its activities.

With the help of geofence, the child's parent get a notification whenever the child crosses the geofence.

9. PROBLEM ROOT CAUSE `RC`

What is the real reason that this problem exists? What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations
The root cause of this problem is that the child not informing its parents whenever it goes out.
More and more children go missing and only some children are recovered.
Child trafficking

7. BEHAVIOUR `BE`

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)
After the customer gets access to the child's location, he/she can go to the specified location and find their child.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Whenever the child crosses its geo Fence, the parent gets the notification and acts accordingly.

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.
Whenever the customer faces the problem, they tend to feel anxious, upset and worried, frightened.
After they get to know that their child has crossed the geofence , the parent identifies the child's location using this application and feel relieved.

10. YOUR SOLUTION

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.
The customers are the parents, guardians, caretakers and babysitters.
We constantly monitor the child's movements and create a geo fence for the child.
Whenever the child crosses the geo fence(i.e. the child goes to another location other than its usual ones) the parent gets a notification stating that his/her child has crossed the **geo fence, so that the parent gets alerted.**

8. CHANNELS of BEHAVIOUR

8.1 ONLINE
What kind of actions do customers take online?
The customer constantly monitors his/her child and gets access to their location. The customer gets a notification when something suspicious activity occurs.

8.2 OFFLINE
What kind of actions do customers take offline?
After tracking the child's activity, the customer goes to the specified location whenever the child crosses the geofence.