

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

The customer for this product is parents who want to monitor the children activities regularly.

CS

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

The biggest challenges faced by parents are lack of affordable, and hassle-technology, lack of availability of secure and easy User Interface. Lack of technological knowledge are some factors that limit their choices of solution.

CC

5. AVAILABLE SOLUTIONS

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

There are existing solutions that offer location tracking for children. They use GSM module to track the location and send notification to the parents. It is cost effective

AS

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

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

Parents wants to monitor the location of the child every time. Instantaneous tracking and updating of child's location, geofencing and notifying parents of any abnormalities. It also helps the parent to monitor the health status such as temperature, heart rate etc.. of the children.

J&P

9. PROBLEM ROOT CAUSE

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.

Due to the busy work, Now a days parents will be going to work. So they can't monitor their children activity regularly. They protect their children from potential threats and to ensure their safety while their being far away from them.

RC

7. BEHAVIOUR

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)

Use a proper technology to prevent their children from going out on their own, and try to using available technologies.

BE

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

Identify strong TR & EM

3. TRIGGERS

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

Coming across news about children being kidnapped and abducted, missing cases being reported.

TR

4. EMOTIONS: BEFORE / AFTER

BEFORE: Lack of confident>Feel >Worried>Scared
AFTER: Proper Monitoring > Preventive measures >Secure

EM

10. YOUR SOLUTION

Create a safe zone around the location of child to continuously check whether the child is within the range of the safe zone. If the child crosses the safe of the zone a notification will be generated and the notification of the location of the child will be sent to the parents.

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Parents seek information about their children through online.

8.2 OFFLINE
Awareness camps to be organized to teach the importance and advantages of the automation and IoT in the digital world.

CH

Extract online & offline CH of BE