Project Design Phase-I - Solution Fit

**IoT Based Safety Gadget for Child Safety Monitoring & Notification**

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| **Define CS, fit into CC** | **1. Customer Segment(S)**  Working parents or busy **CS**  parents of 0–10-year-old kids | | **6. Customer Constraints**  **CC**  Lack of affordable, reliable and hassle-free technology, Lack of availability of secure and easy Ui. | | **5. Available Solutions**  **AS**  There are existing solutions that offer location tracking for kids, but they are not very efficient, cost effective and reliable all at the same time. This trade off should be addressed. | | **Explore AS, differentiate** |
| **Focus on J&P, tap into BE, understand RC** | **2. Jobs-To-Be-Done / Problems**  Instantaneous tracking and updating of child’s location, geofencing and notifying parents of any abnormalities | **J&P** | **9. Problem Root Cause**  Customers must do this to protect their children from potential threats and to ensure the safety while being far away from them. | **RC** | **7. Behavior**  Customers panic, prevent their children from going out on their own, try using easily available technologies | **BE** | **Focus on J&P, tap into BE, understand RC** |

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| **Identify strong TR &EM** | **3. Triggers** | **10. Your Solution** | **8.Channels of Behaviour**  **8.1 ONLINE**  Tracking their kid’s location with their mobile phones’ GPS, reading news about child safety and other child missing cases.  **8.2 ONLINE**  Customers accompany their children to ensure safety, send them together with other reliable people, seek for protection in public places. | **Identify strong TR &EM** |
| **TR** | **SL** |
| Coming across news about | Building a reliable technology |
| children being kidnapped | that can address all the customer |
| and abducted, missing cases | needs while being reliable and |
| being reported. | secure ensuring efficient |
| **4. Emotions: BEFORE / AFTER EM** | functioning. |
| Before: Feel insecure, worried , scared and confused. |  |
| After: Relieved , calm , confident , happy. |  |