Project Design Phase-I

1. CUSTOMER SEGMENT(S) CS

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

According to our problem statement, working parents with children aged 0 to 10 years old.

6. CUSTOMER CONSTRAINTS CC

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.

Our child tracker program is inexpensive, requires only a network connection, and is compatible with all smart devices.

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

When the notification option fails, an emergency call or message is sent to the parents.

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.

The kid tracker program must perform several functions, including maintaining the child's exact position and notifying the child's parents if their youngster is experiencing any problems or risk.

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.

Because of these faults, the problem remains. If there is no internet connection, there will be no exchange of information from one person to another, and GPS will be useless in the absence of a network connection. Because the world runs on networks, our child tracking program also works

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)

The consumer may obtain help via the help option in the application's settings, and if they have any problems, they can report them there, and the authorities will check into it.

3. TRIGGERS

For example, if both parents work, the child would be enrolled in a day care centre. To protect their child's safety, the parent would use a child tracker program to monitor their child's activities.

Other parents at the day care facility would find the kid tracker appealing and begin using it.

10. YOUR SOLUTION

Our solution to kid safety is to develop a child tracker that monitors the child's exact position and notifies the parent's child if the child acts inappropriately or goes in the wrong path. Working parents will feel more confident in keeping an eye on their children.

8.CHANNELS of BEHAVIOUR

8.1ONLINE
Customers can make a report in the assistance part of the setting option if it is in online mode.

8.2OFFLINE
Customers can submit a feedback email or message to the manufacturer if it is in offline mode.

4. EMOTIONS: BEFORE / AFTER

EM

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.

Customers would feel nervous at first, then try to come up with a way to remedy the problem themselves.