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| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Children in the age below14 years and their parents are our customers.</div> <div>We are targetting the school going children because they are in high risk of child trafficking.</div> | <div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Child trafficking is becoming more common nowadays. To reduce the child trafficking and to ensure protection of children from any kind of abuse , a cost efficient device is designed. This device also provides health monitoring facility to the parents by which they can monitor the health condition of their children</div> | <div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Children need to carry mobile phones in order to contact their parents.</div> <div>Location need to be found using GPS tracking in case the child is reported missing.</div> | Explore AS, differentiate |
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| Focus on J&P, tap into BE, understand RC | <div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div>Continuous tracking of the children by the means of microchip present in the device which ensure the safety of children</div> <div>Instant notification to the parents and to their close relative if the children is in danger.</div> <div>Health monitoring and reporting the health condition to their parents.</div> | <div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Due to carelessness of parents and lack of awareness of children about child trafficking.</div> <div>Children do not have access to contact their parents or nearby police station in case of emergency.</div> <div>If child feels physically weak or if their body condition is abnormal ,they are out of help in such scenarios.</div> | <div>7. BEHAVIOUR<div>BE</div></div> <div>Click the notify the parents in case of any emergency.</div> <div>Never hesitate to contact parents if they find any doubtful strangers.</div> <div>Can also contact the nearby police station if they are in need of them.</div> <div>Charge the device regularly.</div> | Focus on J&P, tap into BE, understand RC |
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| <p><b>3. TRIGGERS</b> <span>TR</span></p> <ul style="list-style-type: none"> <li>• The child is reported missing</li> <li>• When child is in danger</li> <li>• When the child has poor or abnormal health condition.</li> </ul> | <p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <p>An easily wearable gadget has been proposed t that is cost efficient and easily accessible by everyone. It would contain GPS,GSM, Accelerometer sensor, pulse sensor and IoT module all embedded in it and would record all the data such as location, health conditions and sudden rapid movements made and would instantly update all the information to the cloud through which anyone who has the access can view it, It also has a SOS button through which if it is pressed an automatic alarm will be sent to the relatives and the nearby police.It also monitors the health condition of the child and reports it to his/her parents. By optimizing it we can reduce the latency, increase the response rate and smaller the size making it easy to wear.</p> | <p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p><b>ONLINE</b></p> <ul style="list-style-type: none"> <li>• Keep track of their location</li> <li>• Keep monitoring their health condition</li> <li>• Notify to the parents</li> </ul> <p><b>OFFLINE</b></p> <ul style="list-style-type: none"> <li>• Contact the nearby police station</li> <li>• Contact the parents in case of abnormal situations.</li> </ul> |
| <p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <ul style="list-style-type: none"> <li>• Insecure</li> <li>• Unhappy</li> <li>• Bad</li> <li>• Negate</li> </ul>  |   |  |