Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Working parents or busy 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 `J&P`

Instantaneous tracking and updation of child's location, geofencing and notifying parents of any abnormalities

9. PROBLEM ROOT CAUSE `RC`

Customers have to do this to protect their children from potential threats and to ensure the safety while being far away from them.

7. BEHAVIOUR `BE`

Customers panic, prevent their children from going out on their own , try using easily available technologies

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

Identify strong TR & EM

3. TRIGGERS `TR`

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

4. EMOTIONS: BEFORE / AFTER `EM`

Before : Feel insecure , worried , scared and confused.
After : Relieved , calm , confident , happy

10. YOUR SOLUTION `SL`

Building a reliable technology that can address all the customer needs while being reliable and secure ensuring efficient functioning.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
Tracking their kids location with their mobile phones' GPS, reading news about child safety and other child missing cases.
8.2 OFFLINE
Customers accompany their children to ensure safety, send them together with other reliable people, seek for protection in public places.

Identify strong TR & EM