

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <i>Who is your customer? i.e. working parents of 0-5 y.o. kids</i> <b>CS</b>  Parents who wants to monitor their children 24/7	<b>6. CUSTOMER CONSTRAINTS</b> <i>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.</i> <b>CC</b>  Some inconvenient in monitoring the device	<b>5. AVAILABLE SOLUTIONS</b> <i>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</i> <b>AS</b>  If there is danger for the child alert messege will popup in parents mobile.	Explore AS, differentiate

Focus on J&P, tap into	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <i>Which problem do you solve for your customer? There could be more than one, explore different sides.eg. existing solar solutions for private houses are not considered a good investment (1).</i> <b>J&amp;P</b>  Always locate the children lively.	<b>9. PROBLEM ROOT CAUSE</b> <i>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.</i> <b>PRC</b>  Lack of network efficiency will restrict location tracking.	<b>7. BEHAVIOUR</b> <i>What does your customer do to address the problem and get the job done?</i> <b>BE</b>  When location of the child is unable to detect parents will contact the security services.	Focus on J&P, tap into

	<b>3. TRIGGERS</b> <i>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</i> <b>T</b>  When their mobile is not capable to connect the IOT device	<b>10. YOUR SOLUTION</b> <i>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.</i> <b>C</b>  To show live location of child anytime in parents mobile. To alert parents when child go across the geofence.	<b>8.CHANNELS of BEHAVIOUR</b> <b>CH</b> <b>8.1 ONLINE</b>  <b>8.2 OFFLINE</b> <b>ONLINE</b>  Parents will access the security service in online mode(Web Service)  <b>OFFLINE</b>  Parents will access the security service in offline mode(call using telephone )	
	<b>4. EMOTIONS: BEFORE / AFTER</b> <i>How do customers feel when they face a problem or a job and afterwards?</i> <b>E</b>  Insecurity of disconnection -->Control of device makes them confident			

Identify strong TR & EM

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