

## Project Design Phase-I Problem Solution Fit Template

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Team ID	PNT2022TMID01821
Project Name	IOT Based Safety Gadget for Child Safety Monitoring and Notification

### **Problem – Solution Fit Template:**

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

### **Purpose:**

- I. Solve complex problems in a way that fits the state of your customers.
- II. Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- III. Sharpen your communication and marketing strategy with the right triggers and messaging.
- IV. Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.

## V. Understand the existing situation in order to improve it for your target group

### Template:

#### Child safety/to secure someone by using this smart gadget

Define CS, fit into	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> <ul style="list-style-type: none"> <li>➤ Child &amp;</li> <li>➤ Women</li> <li>➤ Old age people</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b> <ul style="list-style-type: none"> <li>➤ Available devices</li> <li>➤ Safe and Secure</li> <li>➤ Easy maintenance</li> <li>➤ Low expensive</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> <ul style="list-style-type: none"> <li>➤ precautionary parents can instruct their children</li> <li>➤ Become a braver and secure themselves</li> </ul>	Explore AS, Focus on J&P, tap into BE, understand
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b> <ul style="list-style-type: none"> <li>➤ The parents are need to secure the children by using some smart devices</li> <li>➤ while the woman is needed to inform their parents when they feel unsafe</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> <ul style="list-style-type: none"> <li>➤ Safety precautions</li> <li>➤ There is no proper protocol</li> <li>➤ While we are in critic satiation</li> <li>➤ Not to make a proper decision by the children</li> </ul>	<b>7. BEHAVIOUR</b> <b>BE</b> <ul style="list-style-type: none"> <li>➤ Parents are relaxed to monitor their children when using the smart devices</li> <li>➤ Easy to use everyone who needs</li> <li>➤ And more safety precaution also</li> </ul>	
	<b>3. TRIGGERS</b> <b>TR</b> <ul style="list-style-type: none"> <li>➤ Seeking of needless content in social media</li> </ul>	<b>10. YOUR SOLUTION</b> <b>SL</b> <ul style="list-style-type: none"> <li>➤ Make the system more advance compare to the previous model (Developing new features and security updates)</li> </ul>	<b>8. CHANNELS OF BEHAVIOUR</b> <b>CH</b> <ul style="list-style-type: none"> <li>➤ online self-efficacy does not reduce risk exposure</li> <li>➤ Privacy concern leads to privacy</li> </ul>	

Explore AS,

Focus on J&P, tap into BE, understand

Extract online & offline CH of BE

➤ Careless mistake increases

➤ Children have appropriate mental models of password

protecting behavior