

Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S)

CS

- Parents of specially-abled children, who want their child to have freedom and safety.
- To ensure the safety of the children, by monitoring their location using geo fencing and monitoring their bio-metrics.

## 6. CUSTOMER CONSTRAINTS

CC

- Network issue.
- Data security.
- Occurrence of false alarm.

## 5. AVAILABLE SOLUTIONS

AS

- Real-Time GPS Tracking.
- Panic button for emergency.
- Inclusive of specially-abled children.

Explore AS, differentiate

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

## 2. JOBS-TO-BE-DONE / PROBLEMS

J&amp;P

- Reduces child abduction.
- Reduces dependency of specially-abled children in parents/caretakers.
- Protect the child from abuse.

## 9. PROBLEM ROOT CAUSE

RC

Unable to monitor child without any external support.

## 7. BEHAVIOUR

BE

To enable their child to have independence for a certain situation.

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

Identify strong TR &amp; EM

## 3. TRIGGERS

TR

Concern for the child's safety when parents are unavailable.

## 4. EMOTIONS: BEFORE / AFTER

EM

Before:  
Afraid of child's Safety.  
After:  
Confidence on the device.

## 10. YOUR SOLUTION

SL

Monitoring child location/position within a certain area using real-time GPS and geofencing and also providing panic button in case of emergency.

## 8. CHANNELS of BEHAVIOUR

CH

Online:  
Child can be monitored by using apps.

Offline:  
A wearable device will be given to children.

Identify strong TR &amp; EM