PROJECT DESIGN PHASE-1 SOLUTION FIT TEMPLATE

PROJECT TITLE: IOT-based safety gadget for child safety and notification system
TEAM ID : PNT2022TMID16715

Define cs,fit into cc

1. CUSTOMER SEGMENT(S)

Working parents or busy parents 0f 0-10 years old kids

6. CUSTOMER CONSTRAINTS

Lack of affordable, reliable, and hassle-free technology, lack of availability of secure and easy Ui

5. AVAILABLE SOLUTIONS

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

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

10. PROBLEM ROOT CAUSE

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

7. BEHAVIOUR

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

Focus on j&p, tap into BE, understand RC

Identify strong TR &EM

3.TRIGGERS

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

4. EMOTIONS: BEFORE/AFTER

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

9. OUR SOLUTION

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

8. CHANNELS OF BEHAVIOUR

Online:
Tracking their kid's location with their mobile phone's GPS, reading news about child safety and other child missing cases.

Offline:
Customers accompany their children to ensure safety, send them together with other reliable people, and seek protection in public places.

Extract online &offline CH of BE