

PROJECT DESIGN PHASE-I

PROBLEM SOLUTION FIT

Date	16th October 2022
Team ID	IBM-Project-21146-1659774304
Project Name	Project – IOT based safety gadget for child safety monitoring system

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Parents/Guardians of the children who seek safety for their children when they are not around them.	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL Connectivity issues which play a major role in a child tracking system may not be fully reliable in a cheaper system and so customers are forced to choose an expensive kit.	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS Of course, there are readily available options on the market such as child GPS tracking systems, wearable devices, etc. However, one of the challenges that customers face is the expense and ineffectiveness of the products once they have been acquired.	Explore AS, differentiate
	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR Improving the proposed solutions operational state so that it can handle any problem at any time without fail so that child safety may be highly assured. to guarantee the parents that the monitoring of their kids will never stop.	9. PROBLEM ROOT / CAUSE RC The problem started with just a few irrational people who have nothing to do with kids and are only interested in things like money and child abuse (which mostly affects young girls).	7. BEHAVIOR <small>+ ITS INTENSITY</small> BE The suggested solution always strives to make the device operate effectively so that it won't encounter any new limitations. Additionally, the approach aims to guarantee that clients will receive the most effective functionalities possible.	
Focus on PR, tap into BE, understand RC	3. TRIGGERS TO ACT TR Customers are influenced by the positive reviews of other working parents, they are more likely to try it themselves to improve their child safety.	10. YOUR SOLUTION SL Our team has been working effectively to come up with a solution to fix every problem that the current systems have. We are in high demand to guarantee the developing system's effective functionality in such a way that it will never fail at any circumstances.	8. CHANNELS of BEHAVIOR CH Promoting through social media. With the help of social media entrepreneurs and influencer.	Focus on PR, tap into BE, understand RC
	4. EMOTIONS <small>BEFORE / AFTER</small> EM Parents are frustrated since they are unsure if their children are safe before utilizing the item. They may feel free to concentrate on their work once they start to use the designed solution, and they will also be able to easily monitor their youngsters at any moment.		OFFLINE Through newspaper advertisements.	
Identify strong TR & EM				Extract online & offline CH of BE