1. CUSTOMER SEGMENT(S)

# **Project Design Phase-I - Solution Fit**

What constraints prevent your customers from taking action or limit their choices

## Team ID: PNT2022TMID22281

# Who is your customer? Working parents of 0-10 year old kids.

parents or caretakers.

### 6. CUSTOMER CONSTRAINTS



5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

Budget, no cash, network connection, available devices.

Proper bandwidth, tracking the kids through this smart gadget is a best alternative for monitoring them in a mandatory way.

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

Which jobs-to-be-done (or problems) do you address for your

Locations of the child is monitored continuously. If the child

crosses the geofence the notification is sent to their respective

customers? There could be more than one; explore different sides.



9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? RC

What is the back story behind the need to do

It is really a challenging task for working parents to go behind their children to check where they are going.

### 7. BEHAVIOUR



Explore

AS,

differentiate

on J&P, tap into BE,

What does your customer do to address the problem and get the job

Parents can set the geofence and the locations of their children is stored in the database. If the child crosses the geofence the notification is sent to the parents.





8.1 ONLINE



What kind of actions do customers take online? Parents can see their child's locations.

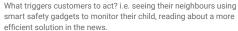
**8.**CHANNELS of BEHAVIOUR

### 8.2 OFFLINE

What kind of actions do customers take offline?

If the child crosses the geofence the notifications are sent to the parents even if they are not online. So, they can take further steps according to that.

# 3. TRIGGERS



### **10. YOUR SOLUTION**

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.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

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