

# PROJECT DESIGN PHASE-1

## PROBLEM SOLUTION FIT

<b>Date</b>	7 October 2022
<b>Team no</b>	PNT2022TMID22325
<b>Project name</b>	IOT- Based safety gadget for child safety Monitoring and notification
<b>Maximum marks</b>	2 Marks

Define CS, fit into CC	<p><b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span></p> <p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <p>1) Parents who are engaged in their work. 2) Caretaker who are aged. 3) Customer who can't be with their child.</p>	<p><b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span></p> <p>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</p> <p>1) Don't know the exact solution to solve the Problem. 2) It is too costly to afford.</p>	<p><b>5. AVAILABLE SOLUTIONS</b> <span>AS</span></p> <p>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p> <p>child tracking and monitoring gadget can be a best solution.</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span></p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p>1) To protect the child from harm. 2) To track current location. 3) To raise alarm incase of emergency . 4) To record messages, if the child crossed the geo-fence.</p>	<p><b>9. PROBLEM ROOT CAUSE</b> <span>RC</span></p> <p>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</p> <p>Due to lack of child safety and increasing fear of the parents about the child locations and their actions.</p>	<p><b>7. BEHAVIOUR</b> <span>BE</span></p> <p>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits, indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</p> <p>1) Wearable tracker that helps to monitor their children . 2) Alert GPS can also be a solution.</p>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news</p> <p>Because of the increasing abducts in the society and the child who is not grown enough to take care of themselves.</p> <hr/> <p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</p> <p>Before: worried , disconsolate. After: intrepid , peaceful.</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <p>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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</p> <p>To design a gadget for protection and alert the parents in emergency.</p>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p><b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7</p> <p><b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.</p> <p>Online: Apps can be developed to track the children live location. Offline: sensor can be used .</p>	Identify strong TR & EM