

Project Design Phase-I - Solution Fit Template

PROJECT TITLE: IoT based safety gadget for child safety Monitoring and Notification

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Define CS, fit into CC

1. CUSTOMERS SEGMENT'(S)

Working parents or busy
parents of 0–10-year-old kids

CS

6. CUSTOMER CONSTRAINTS

CC

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

5. AVAILABLE SOLUTIONS

AS

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

J&P

2. JOBS-TO-BE-DONE / PROBLEMS

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

RC

9. PROBLEM ROOT CAUSE

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

BE

7. BEHAVIOUR

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

Identify strong TR & EM	3. TRIGGERS PR <p>Coming across news about children being kidnapped and abducted, missing cases being reported.</p>	10. YOUR SOLUTION SL <p>Building a reliable technology that can address all the customer needs while being reliable and secure ensuring efficient functioning.</p>	8.CHANNELS of BEHAVIOUR 8.1 ONLINE <p>Tracking their kid's location with their mobile phones' GPS, reading news about child safety and other child missing cases.</p> 8.2 OFFLINE <p>Customers accompany their children to ensure safety, send them together with other reliable people, seek for protection in public places.</p>	Identify strong TR & EM
	4. EMOTIONS: BEFORE / ALTER EM <p>Before: Feel insecure, worried, scared and confused.</p> <p>After: Relieved, calm, confident, happy.</p>			