

Project Design Phase-I - Solution Fit Template

Project Title: IoT based safety gadget for child safety Monitoring and Notification
Team ID: PNT2022TMID17406
TEAM LEADER: ALEX JEBARAJA.G **TEAM MEMBERS:** DINESH.V
KALAIMUGILAN.R
ASHOKKUMAR.V

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1. CUSTOMERS SEGMENT'(S)
6. CUSTOMER 5. AVAILABLE

parents of 0–10-year-old
kids

Working parents or busy
SOLUTIONS

CONSTRAINTS

able,

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

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.

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 7.

CAUSE Customers panic,

Customers have to this to protect from going their children from

own, try using easily available technologies

safety while being far away from them.

BE

BEHAVIOUR

prevent their children do out on their

potential threats and to ensure the

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