

PROJECT DESIGN PHASE 1 - Problem Solution fit Template

DATE	09/11/2022
Team ID	PNT2022TMID18932
Project Name	IoT Based Safety Gadget for Child Safety Monitoring & Notification
Maximum Marks	2 Marks

Problem – Solution Fit:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why should we need to do.

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touchpoints with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS <p>Our customer refers to the parent or guardian of child. Demographic, psychographic, behavioral and geographic segmentation-divides customer(parents) into groups so that it is used to identify different groups within your target audience so that you can deliver more targeted and valuable messaging for them</p>	6. CUSTOMER CONSTRAINTS CC <p>The cost of wearable technology must be cost effective ,large capability and should work in wide area range it should have a better battery life, the internet stability is important and it should have a strong secured feature like sensors that monitors the child and the device must maintain privacy and security</p>	5. AVAILABLE SOLUTIONS AS <p>Merits: Through Wearable gadgets, parents may locate the youngster exactly. These wearable devices are used to monitor the child's surroundings, including audio and video, in an emergency. The wearable device continuously stores the data.</p> <p>Demerits: Wearable technology shouldn't be used all the time. Sometimes there is poor weather, possibly with thunder, and there may be serious environmental problems. The main causes of improper wearable device to user communication are network problems.</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand	2. PROBLEMS J&P <p>The safety of children and women is a difficult issue in today's society because of the antisocial elements. The number of crimes is rising daily. High levels of surveillance are required in workplaces and schools to ensure the safety of children and women. A big part of ensuring safety is being played by smartphones, as various mobile-based applications offer alarm notifications.</p>	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> There is a present need for increased child security due to the rise in child kidnapping and missing child instances. Wearable technology is a type of security gadget. Customers (Parents & Guardians) have their children in a safe and secure environment because there are several opportunities for child insecurity 	7. BEHAVIOUR BE <p>Parents carry out their own security plans for their children. They always consider how to keep their child safe and secure.</p>	Focus on J&P, tap into BE, understand
Identify strong TR &	3. TRIGGERS TR <p>Triigger The wearable device has some featuresin the present child position and continuously shards data. Because the parents chose this type of device for the safety of their children, these facilities make it simple to know the precise activities of the child and are also safe. This form of wearable technology is thus upsetting the customers.</p> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>Before: The parents regularly come out or roam to observe their children's activities and characteristics because they feel anxious about them. After: The parents are reassured that their youngster is safe and concurrently scan the area for any unusual activities or inclinations.</p>	10. YOUR SOLUTION SL <p>Child safety monitoring and alerting IOT-based safety gadget. When a youngster presses the emergency button in a life-threatening circumstance, audio and video are immediately taken and forwarded to the parents as a location-specific alert message</p>	8. CHANNELS of BEHAVIOUR CH <p>1. ONLINE</p> <p>We update the child's information in the web application</p> <p>8.2 OïïLINE</p> <p>Since you are not online, the application displays the most recent location data for the child under observation.</p>	Extract online & offline CH of