PROJECT DESIGN PHASE-I - SOLUTION FIT TEMPLATE

DATE	21 SEPTEMBER 2022
PROJECT NAME	IOT BASED SAFETY GADGET FOR CHILD SAFETY MONITORING AND NOTIFICATION

1. CUSTOMERS SEGMENT'(S)

CS

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

## 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.

Focus on J&P, tap into BE, understand RC

RC

BE

J&P
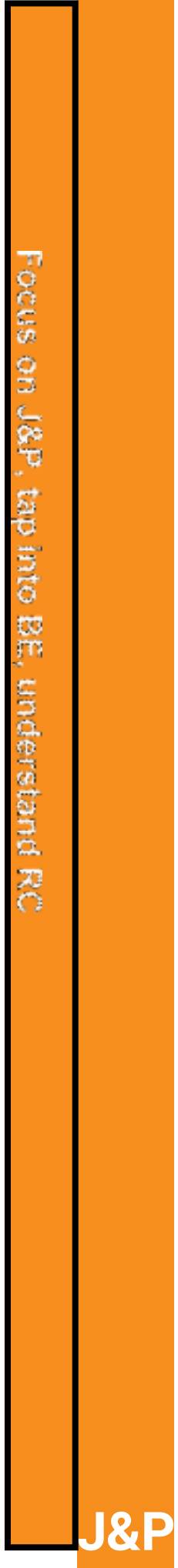
9. PROBLEM ROOTCAUSE

Customers have to do this to protect their children from potential threats andto ensure the safety while beingfar awayfrom them.

7. BEHAVIOUR

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

2. JOBS-TO-BE-DONE /PROBLEMS

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

3. TRIGGERS

TR

Coming across news about children beingkidnapped and abducted, missing cases being reported.

4. EMOTIONS: BEFORE / ALTER

EM

Before: Feel insecure, worried,scaredand confused.

After: Relieved, calm, confident,happy.

10. YOUR SOLUTION

SL

Building a reliable

technology that can address

all the customer needs

while being reliable and

secure ensuring efficient

functioning.

8.   CHANNELS ofBEHAVIOUR

8.1 ONLINE
Tracking their kid's location with their mobile phones' GPS,reading news about child safetyand other childmissing cases.

8.2 OFFLINE
Customers accompany their children to ensure safety, send them together with other reliablepeople, seek for protection in public places.