Project Design Phase-I – Solution Fit

Project Title: IoT Based Safety Gadget for Child Safety Monitoring & Notification

TEAM LEADER:	NAVINRAJ M
TEAM MEMBERS:	PREM M
	SANTHOSH S
	SARAVANA GANESH S
FACULTY MENTOR:	BHAVANISANKARI S
TEAM ID :	PNT2022TMID07147

1	**CUSTOMER SEGMENT**	***Who is your customer?*** Working parents who are not able to safe their child (0-5) willing to use these .
2	**JOBS-TO-BE-DONE / PROBLEMS**	***Which jobs-to-be-done (or problems) do you address for your customers?*** There could be more than one; explore different sides. Parents can't able to save their child from their workplace and Over parenting tends to deprive children of bad and negative experiences, which are crucial to a child's emotional growth. One form of overparenting is excessive monitoring
3	**TRIGGERS**	***What triggers customers to act?*** i.e., seeing their neighbour using the gadget, reading about a more efficient solution in the news. It's not the situation or the feeling that's the problem; it's how kids think about these things and what they say to themselves that causes problems and child (0-2) years didn't know about anything this will trigger.
		How do customers feel when they face a problem or a job and afterwards?

4	**EMOTIONS: BEFORE / AFTER**	i.e., lost, insecure > confident, in control - use it in your communication strategy & design. **BEFORE**: Divergent thinking is a style of thinking that generates a range of alternative solutions or ideas to a problem that has multiple answers. **AFTER**: Feeling protective of your child is often manifested in the form of 'motherly' instincts. The feeling of protecting and wanting the best for your children is the ultimate parenting goal.
5	**AVAILABLE SOLUTIONS**	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 & cons do these solutions have? i.e., pen and paper The most important reason for monitoring each child's development is to determine whether a child's is on track. Looking for developmental milestones is important to understanding each child's development and behaviour.
6	**CUSTOMER CONSTRAINTS**	*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. For predictive analytics to make the most impact on child protection practice and outcomes, it must embrace established criteria of validity, equity, reliability, and usefulness.
7	**BEHAVIOUR**	*What does your customer do to address the problem and get the job done?* The parents can monitor their child from their workplace when children have frequent emotional outbursts, it can be a sign that they haven't yet developed the skills they need to cope with feelings like frustration, anxiety

		and anger. Handling big emotions in a healthy, mature way requires a variety of skills, including.
8	**CHANNELS of BEHAVIOUR**	**ONLINE** *What kind of actions do customers take online? Extract online channels* **OFFLINE** *What kind of actions do customers take offline? Extract offline channels and use them for customer development.* Understanding how children perceive and interact with the point of sale has been the focus of various studies in the past decade. It is well documented that children have preferences in terms of shopping destinations .For working parents necessarily needed one.
9	**PROBLEM ROOT CAUSE**	*What is the real reason that this problem exists?* It's exactly what it sounds like—an exercise to determine the root cause for a failure or issue, so that the solution is based on the true problem, not just addressing the symptoms.
10	**YOUR SOLUTION**	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 in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.