

## 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

## 2. JOBS-TO-BE-DONE / PROBLEMS

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

J&P

## 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.

RC

## 7. BEHAVIOUR

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

BE

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