

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Who is your customer? Parents and children</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? They don't have knowledge about advanced technology. They don't believe.</div> <div>CC</div>	<div>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 ? They try to get help from the cops. They search around their place. The cons is time will be delay. Children may be feel insecure. And the pros is the children may get back safely .</div> <div>AS</div>	Explore AS, differen
	<div>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address your customers? Children safety are major problems or jobs</div> <div></div>	<div>9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? The real reason is not providing a proper safety to a children .</div> <div>RC</div>	<div>7. BEHAVIOUR What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate They try to keep the children safe by keeping a trustable person at their side They try to get know about new technology</div> <div>BE</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

	<div>3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Due to child problem arises in our society . It triggers them to do something.</div> <div>TR</div>	<div>10. YOUR SOLUTION Our solution is to give notification to parent about their children safety</div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 In social media they spread a news and identity of a children. 8.2 OFFLINE What kind of actions do customers take oExtract offline channels from #7 They search manually with the help of pops and known people.</div> <div>CH</div>	Idea

	<div data-bbox="152 63 454 89">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="152 97 678 116">How do customers feel when they face a problem or a job and afterwards?</div> <div data-bbox="152 119 333 138">Fear ,insecure,Nervousness</div>	<div data-bbox="721 59 761 89">EM</div>		
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