

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)</div> <div>Parents and Caretakers</div>	<div>6. CUSTOMER</div> <div><ul style="list-style-type: none">They should own smart phoneThey should have sufficient amount</div>	<div>5. AVAILABLE SOLUTIONS</div> <div>They use gsm modules to push notification in phone so they need to use active sim card</div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>Parents need to monitor the locations of their children when they are away from them. It is very costly</div>	<div>9. PROBLEM ROOT CAUSE</div> <div>Nowadays parents are at busy schedule in their life so they cant be always with children but they concern their safety. So by this device they leave the children alone and monitor their location from anywhere</div>	<div>7. BEHAVIOUR</div> <div>Parents are going to job so they can monitor their children via this app.</div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS</div> <div>Parents will feel at ease as they monitoring the live location of their children</div>	<div>10. YOUR SOLUTION</div> <div>Tracking the child location and push notification on parents mobile also the live location. Creating the geo-fence around around the child location for example school if the child crosses the school parents will get alert messages.</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>ONLINE Customer can track live location of the children by internet</div> <div>OFFLINE Customer can track the location through GPS and also have the data of past location and predictions</div>	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>First of all they refuse to buy it as it is costly but after that People will feel their children is more secure by this device as it monitors live location</div>			