PROBLEM SOLUTION FIT

Date	19 September 2022
Team no	**PNT2022TMID48980**
Project name	IOT- Based safety gadget for child safety Monitoring and notification
Maximum marks	2 Marks

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

1) Parents who are engaged in their work.
2) Care-taker who are aged.
3) Customer who can't be with their child.

6. CUSTOMER CONSTRAINTS — CC
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.

1) Didn't know the exact solution to solve the Problem.
2) It is too costly to afford.

5. AVAILABLE SOLUTIONS — AS
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 is an alternative to digital notetaking

Child tracking and monitoring gadget can be a best solution.

2. JOBS-TO-BE-DONE / PROBLEMS — J&P
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

1) To protect the child from harm.
2) To track current location.
3) To raise alarm in-case of emergency.
4) To record messages, if the child crosses the geo-fence.

9. PROBLEM ROOT CAUSE — RC
What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Due to lack of child safety and increasing fear of the parents about the child locations and their actions.

7. BEHAVIOUR — BE
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 usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

1) Wearable tracker that helps to monitor their child.
2) Alert GPS can also be a solution.

3. TRIGGERS — TR
Because of the increasing abducts in the society and the child who is not grown enough to take care of themselves.

4. EMOTIONS: BEFORE / AFTER — EM
How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before: worried, disconsolate.
After: intrepid, peaceful.

10. YOUR SOLUTION — SL

To design a gadget for protection and alert the parents in emergency.

8. CHANNELS of BEHAVIOUR — CH

Online: Apps can be developed to track the child's live location.
Offline: sensor can be used.