

Project Design Phase-I Problem – Solution Fit

Date	19 September 2022
Team ID	PNT2022TMID36129
Project Name	Project – IOT based child safety monitoring system
Maximum Marks	2 Marks

Problem – Solution Fit :

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small>	6. CUSTOMER CONSTRAINTS <small>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.</small>	5. AVAILABLE SOLUTIONS <small>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</small>	Explore AS, differentiate
	<p>Parents are the major customers of this child safety gadget, Kid speciality hospitals uses it.</p>	<p>Using lithium ion battery the power consumption is very less and can be recharged</p>	<p>We provide online support throughout the weekdays. In the past, they might not have the customer support. Pros is customer can reach out the support center for any help so whatever the problem, that can be sorted out. Cons support will not be available in weekends.</p>	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>	9. PROBLEM ROOT CAUSE <small>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.</small>	7. BEHAVIOUR <small>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)</small>	Focus on J&P, tap into BE, understand RC
	<p>Grown children can be so addictive to gadget and its tough to wear it all the times for the babies.</p>	<p>The back story behind the process of this project is many child missing happens in previous days.</p>	<p>As we offering the support in weekdays, they can just explain the problem. Support person will guide them accordingly for the solution.</p>	
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>	10. YOUR SOLUTION <small>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.</small>	8. CHANNELS of BEHAVIOUR <small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</small>	Extract online & offline CH of BE
	<p>Advertisement and positive spread of advantages in the product pulls the customer towards it.</p>		<p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p>	
	4. EMOTIONS: BEFORE / AFTER <small>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.</small>			
	<p>They can be confident as we provide</p>			

References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>
- <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>