

PROJECT DESIGN PHASE-1 SOLUTION FIT TEMPLATE

PROJECT TITLE: IOT-based safety gadget for child safety and notification system  
TEAM ID : PNT2022TMID19737

Define cs,fit into cc	<div>1. CUSTOMER SEGMENT(S)</div> <div>Working parents or busy parents Of 0-10 years old kids</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>Lack of affordable, reliable, and hassle-free technology, lack of availability of secure and easy Ui</div>	<div>5. AVAILABLE SOLUTIONS</div> <div>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.</div>	Explore AS, differentiate
Focus on j&p, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE/PROBLEMS</div> <div>Instantaneous tracking and updating of child’s location, geofencing and notifying parents of any abnormalities</div>	<div>10. PROBLEM ROOT CAUSE</div> <div>Customers have to do this to protect their children from potential threats and to ensure their safety while being far away from them.</div>	<div>7. BEHAVIOUR</div> <div>Customers panic, prevent their children from going out on their own, and try using easily available technologies</div>	Focus on j&p, tap into BE, understand RC
Identify strong TR &EM	<div>3.TRIGGERS</div> <div>Coming across news about children being kidnapped and abducted, missing cases being reported.</div>	<div>9. OUR SOLUTION</div> <div>Building a reliable technology that can address all the customer needs while being reliable and secure ensuring efficient functioning.</div>	<div>8. CHANNELS OF BEHAVIOUR</div> <div>Online: Tracking their kid’s location with their mobile phone’s GPS, reading news about child safety and other child missing cases.</div>	Extract online &offline CH of BE
	<div>4. EMOTIONS: BEFORE/AFTER</div> <div>Before: Feel insecure, worried, scared, and confused. After: Relieved calm, confident, happy.</div>		<div>Offline:</div> <div>Customers accompany their children to ensure safety, send them together with other reliable people, and seek protection in public places.</div>	