

Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S)

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

This project aids the parents to track the daily activity and location of their children

CS

## 6. CUSTOMER CONSTRAINTS

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. Network Connection
2. Battery consumption
3. Cost of the device

CC

## 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 do these solutions have? i.e. pen and paper is an alternative to digital notetaking

In previous methods, parents had to give awareness to their children for safety, but now with the device they can feel at peace than ever.

AS

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

## 2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?  
There could be more than one; explore different sides.

The main focus of the project is to provide the information/location of the child to the parents all times, so they are under constant monitoring and safe from child abductors

J&P

## 9. PROBLEM ROOT CAUSE

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.

Child abductors are the main root cause as they try to kidnap children from parents to get ransom for their personal benefit. Hence actions must be taken to prevent this.

RC

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

Aside from just tracking your child on a certain distance, it also triggers an alert when it leaves a set constraint distance for example as school. This way the parent is alerted even when he is not looking at the location of their child at all times.

BE

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

## 3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

The device allows you to track your child or alert you when they leave a certain threshold limit.

TR

## 4. EMOTIONS: BEFORE / AFTER

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.

Parents are very much confident and feel at peace after using the device as they can always monitor their child.

EM

## 10. YOUR SOLUTION

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.

Our solution is to protect and monitor the child at all times when the device is turned on. If any deviant readings are disclosed by the sensors, then an alert is sent to parent's mobile immediately.

SL

## 8. CHANNELS of BEHAVIOUR

8.1 ONLINE  
What kind of actions do customers take online? Extract online channels from #7

Parents look to digital solutions more than ever to support and protect their child. Hence our mobile app does just that.

8.2 OFFLINE  
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

If the parents log out of the app, it displays the last known information about the child.

CH

Extract online & offline CH of BE