Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

Children mostly at the age of 1-12 as they're mostly prone to child abuses and attacks. Also,this project involves their parents as customers also, as they can be able to monitor their children in real time

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.

Though parents are concerned about their child's safety, they cannot be with them the whole time.Other than priorities, technology plays an important role in safety monitoring and cost of the device matters. This project will be a solution to all

Explore AS, differentiate

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

Children can carry this device always with them and during any case of emergency, using the tracking of GPS location, parents can come to know about the whereabouts of them

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

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.

a.The microchip present in the device facilitates the tracking of children in realtime.

b.Notifications are sent to parents in case of emergency for their child

c.Health-monitoring of children

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.

This is mostly because of unsafe problems for children in our society like child abuse, child trafficking and kidnapping and in such cases parents are unable to monitor them.

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)

Click to notify the parents in case of any emergency.
Never hesitate to contact parents if they find any doubtful strangers.
Can also contact the nearby police station if they are in need of them.
Charge the device regularly.

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

3. TRIGGERS TR

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

- The child is reported missing
- When the child is in danger
- When the child has poor or abnormal health condition.

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:

1.Parents will definitely be worried.
2.They'll feel insecure
3.Not only parents, children also will be afraid of communication with their parents in case of emergencies.

After:

1.Parents will be free of worry as they will be able to monitor their children
2. Insecurity will not be there.
3.Children will also be able to alert their parents in such times and fear of communication can be avoided,

10. YOUR SOLUTION SL

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.

An IoT based device containing gps and gsm modules to record and monitor the datas such as location,health conditions, surrounding movements and updates it to the customer. It is cost efficient and easily accessible . It also has a SOS button through which automatic alarm will be sent to the parents and the nearby police in case of emergencies..It also monitors the health condition of the children.Thus, this gadget serves well in child-safety monitoring purpose.

8.CHANNELS of BEHAVIOUR CH

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

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

ONLINE:

- Keep track of their location
- Keep monitoring their health condition
- Notify to the parents

OFFLINE:

- Contact the nearby police station
- Contact the parents in case of abnormal situations.