

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> ➤ Child & ➤ Women Old age people 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> ➤ Available devices ➤ Safe and Secure ➤ Easy maintenance ➤ Low expensive 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> ➤ precautionary parents can instruct their children ➤ Become a braver and secure themselves 	Explore AS,
Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> ➤ The parents are need to secure the children by using some smart devices ➤ while the woman is needed to inform their parents when they feel unsafe 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> ➤ Safety precautions ➤ There is no proper protocol ➤ While we are in critic satiation ➤ Not to make a proper decision by the children 	7. BEHAVIOUR BE <ul style="list-style-type: none"> ➤ Parents are relaxed to monitor their children when using the smart devices ➤ Easy to use everyone who needs ➤ And more safety precaution also 	Focus on J&P, tap into BE, understand
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> ➤ Seeking of needless content in social media <hr/> 4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> ➤ Careless mistake increases 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> ➤ Make the system more advance compare to the previous model (Developing new features and security updates) ➤ Children have appropriate mental models of password 	8. CHANNELS OF BEHAVIOUR CH <ul style="list-style-type: none"> ➤ online self-efficacy does not reduce risk exposure ➤ Privacy concern leads to privacy protecting behavior 	Extract online & offline CH of BE