CUSTOMERSEGMENT

Citizens and Institutions

JOBS-TO-BE-DONE / PROBLEMS

- Creating a monitoring system and medium to transfer information
- User friendly device for children

TRIGGERS

A sense of danger to the individual

EMOTIONS

BEFORE : Insecure,Anxiety, Confused
AFTER   :Helplessness, Sorrow, Hopeless

CUSTOMERCONSTRAINTS

- Limited protective options
- Costly tracking technology

PROBLEMROOTCAUSE

The children and women are more vulnerable to danger in the society, to prevent cases such as kidnapping the tracking device is necessary

YOUR SOLUTION

By creating a model with tracking ,voice signaling and emergency protocol options

AVAILABLESOLUTION

- Model based real time scenarios may help in developing device with necessary functions
- Scalability by creating awareness

BEHAVIOUR

Focus on prevention by alerting the relevant user with emergency message and

constant signaling of the location for tracking

CHANNELS of BEHAVIOUR
ONLINE :
 Information will be transferred to the user like popup messages
OFFLINE :
 Pre recorded voice signaling will be activated to alert locals