Project Title: IoT Based Safety Gadget for Child Safety Monitoring & Notification

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Project Design Phase-I - Solution Fit Template

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

- **Employed Parent's** - IT professionals, Entrepreneurs
- **Overseas Parenting**
- **Guardian** – Caretakers, Teachers

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.

- Excessive Protection
- Malfunction of device
- Coverage range
- Power consumption

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

- Paid Care Takers

  Pros: Monitoring of child

  Cons: Lack of concern

- Health trackers are readily available and often employed.

  Pros: Basic health assessment

  Cons: Safety is not personally observed.

Explore AS, differentiate

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.

- To monitor day to day activities
- To ensure security
- Predictable Future
- Alerting system

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.

Schools and parents are concerned about their children's transportation to and from school and other locations. As a result, ensuring the safety and monitoring of school children is incredibly difficult.

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)

- Arranging caretakers
- Monitoring students in school
- GPS tracking
- CCTV cameras
- Home Security systems

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.

- Popularity
- Accuracy
- Safety
- Reliability

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** – Uncertain, Lack of Security
- **After** – Foreseeable, Protection

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.

A child tracking system helps parents stay informed of where their children are at all moments. They only need to put up a geofence around the site and leave their kids in the park or at school. By continuously tracking the child's whereabouts, alerts will be sent out if they go outside the geofence. Depending on where they are, notifications will be sent to the child's parents or guardians. All location information will be included in the database.

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE

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

- Tracking online
- Constant Monitoring

8.2 OFFLINE

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

- Continuously Following
- Communication on where abouts