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|-------------------------|--|--|---|---------------------------------------|
| Define CS, fit into | <div>1. CUSTOMER SEGMENT(S)</div> <div>CS</div> <div>➤ Children</div> | <div>6.CUSTOMER CONSTRAINTS</div> <div>CC</div> <div><div>➤ Available devices</div><div>➤ Safe and Secure</div><div>➤ Easy maintenance</div><div>➤ Low Cost</div></div> | <div>5. AVAILABLE SOLUTIONS</div> <div>AS</div> <div><div>➤ precautionary parents caninstruct their children</div><div>➤ Become a braver and securethemselves</div></div> | Explore AS, |
| | <div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>J&P</div> <div><div>• Parent are monitoring the children</div></div> | <div>9. PROBLEM ROOT CAUSE</div> <div>RC</div> <div><div><div><div>➤ Safety precautions</div><div>➤ No proper protocol</div><div>➤ While we are in criticsatiation</div><div>➤ Not to make a proper decision by the children</div></div></div></div> | <div>7. BEHAVIOUR</div> <div>BE</div> <div><div>➤ Parents are relaxed to monitortheir children when using the smart devices</div><div>➤ Easy to use everyone who needs</div><div>➤ More safety precaution</div></div> | Focus on J&P, tap into BE, understand |
| Identify strong TR & EM | <div>3. TRIGGERS</div> <div>TR</div> <div><div>➤ Seeking of needless content to social media</div></div> | <div>10. YOUR SOLUTION</div> <div>SL</div> <div><div>➤ Make the system more advance compare to the previous model (Developing new features and Security updates)</div></div> | <div>8. CHANNELS OF BEHAVIOUR</div> <div>CH</div> <div><div>➤ online self-efficacy</div><div>➤ No reduction in risk exposure</div><div>➤ Privacy concerns</div></div> | Extract online & offline CH of BE |
| | <div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div><div>➤ Careless mistake increases</div></div> | | | |

