**Define CS, fit into CC**

### 1. CUSTOMER SEGMENT(S)  `CS`

Whoisyourcustomer?
workingparentswhoare notabletosafetheir child(0-5) willingtouse these .

### 6. CUSTOMER CONSTRAINTS  `CC`

Whatconstraints preventyourcustomersfromtakingactionorlimittheir choices ofsolutions?i.e.,spendingpower,budget,nocash,networkconnection,availabledevices.
For predictiveanalyticstomakethemostimpactonchildprotectionpracticeandoutcomes,itmustembraceestablishedcriteria ofvalidity,equity, reliability,andusefulness.

### 5. AVAILABLE SOLUTIONS  `AS`

Whichsolutionsareavailabletothecustomerswhentheyfacetheproblemorneedtogetthejobdone?Whathavetheytriedinthepast?What pros&consdothesesolutionshave?i.e.,penandpaperThemostimportantreasonformonitoringeachchild'sdevelopmentistodeterminewhetherachild's isontrack.Lookingfordevelopmentalmilestonesisimportanttounderstandingeachchild'sdevelopmentandbehaviour.

**Explore AS, differentiate**

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

### 2. JOBS-TO-BE-DONE / PROBLEMS  `J&P`

Whichjobs-to-be-done(orproblems) doyouaddressforyourcustomers?There couldbe morethanone;exploredifferentsides.
Parentscan'tabletosavetheirchildfromtheirworkplaceand
Over parentingtends todeprivechildrenofbadandnegativeexperiences,whichare crucialtoachild'semotionalgrowth.Oneformofoverparentingisexcessivemonitoring
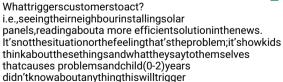
### 9. PROBLEM ROOT CAUSE  `RC`

What is the real reason that this problem exists? What is the backIt's exactly what it sounds like—an exercise to determine the rootcause for a failure or issue, so that the solution is based on the trueproblem,notjustaddressingthesymptoms.

### 7. BEHAVIOUR  `BE`

Whatdoesyourcustomerdotoaddresstheproblemandgetthejobdone?
The parentscanmonitortheirchildfrom theirworkplacewhenchildrenhavefrequentemotionaloutbursts,itcanbeasignthattheyhaven'tyetdevelopedtheskillstheyneedtocope withfeelingslikefrustration,anxietyandanger.Handlingbigemotionsinahealthy,maturewayrequiresavarietyofskills,including.

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

### 3. TRIGGERS  `T`

Whattriggerscustomerstoact?
i.e.,seeingtheirneighbourinstallingsolar panels,readingabouta more efficientsolutioninthenews.
It'snotthesituationorthefeelingthat'stheproblem;it'showkids thinkaboutthesethingsandwhattheysaytothemselves thatcauses problemsandchild(0-2)years didn'tknowaboutanythingthiswilltrigger

### 10. YOURSOLUTION  `S`

If youareworkingonanexistingbusiness,writedownyourcurrent solutionfirst,fillinthecanvas,andcheckhow muchitfitsreality.
If youareworkingonanewbusiness proposition,thenkeepitblankuntilyoufillinthecanvasandcom

### 8. CHANNELSofBEHAVIOUR  `C`

8.1ONLINE

Whatkindof actionsdocustomers takeonline?Extractonlinechannelsfrom#7

8.2OFFLINE

## 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: Divergent thinking is a style of thinking that generates a range of alternative solutions or ideas to a problem that has multiple answers. AFTER: Feeling protective of your child is often manifested in the form of 'motherly' instincts. The feeling of protecting and wanting the best for your children is the ultimate parenting goal

eup with a solution that fits with in customer limitations, solves a problem and matches customer behaviour.

▪ The most important reason for monitoring each child's activities is to determine whether a child's activities is on track. Using ultrasonic sensors sense something near a child and activate piezebuzz and SMS and dialing function to parents will be done immediately.

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Understanding how children perceive and interact with the point of sale has been the focus of various studies in the past decade. It is well documented that children have preferences in terms of shopping destinations. For working parents necessarily needed one.