

Define CS, fit into CC

CS

**CUSTOMER SEGMENTS**

Parents who opt for more security of their kids

**6. CUSTOMER CONSTRAINTS**

CC

They need an android mobile device with internet connectivity for tracking the location

**5. AVAILABLE SOLUTIONS**

AS

A voice recognition module is used in which the alert commands from the child are stored and kept for further reference

Focus on J&amp;P, tap into BE, understand RC

J&amp;P

**JOB TO BE DONE**

Children can be saved from abusements and to prevent children from being attacked .

**9. PROBLEM ROOT CAUSE**

RC

Due to lack of parental care.

**7. BEHAVIOUR**

BE

This device is mainly streamered towards child safety solutions by developing a gadget which can be tracked via it's GPS.

Identify strong TR &amp; EM

**3. TRIGGERS**

TR

Protects children when they're Being attacked by someone or when they get into a harmful situation.

**4. EMOTIONS: BEFORE / AFTER**

EM

Before: parent will feel insecure about the children safety at all times  
After: security can be increased

**10. YOUR SOLUTION**

SL

We can monitor the child 24/7 through the help of live location which makes parents ensuring child safety.

**8. CHANNELS of BEHAVIOUR**

CH

Online- Users get alert message through android mobile.  
Offline- The parents may get the SMS alert to sort out the issue.

