

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Working parents of children. Adults and women who are working. Children studying at institution which is far away from home / in city side. 	6. CUSTOMER LIMITATIONS CC <ul style="list-style-type: none"> Network connection is necessary. Android device is required. Cost of the final product will be higher. 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Emergency button for sending an alert message under critical situation. Sensors for detecting the body temperature and pressure and sending an alert message along with location. 	Explore AS,
	2. PROBLEMS / PAINS J&P <ul style="list-style-type: none"> If network is not available then alert message or location will not be shared. Cost will be high. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Kidnapping rate of children was increasing rapidly in the society. Children and adult safety has become the major issue. Under the area, where network is not available sending an alert message with location is the biggest problem. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Parents will not be able to monitor the child all time. So, this device will do that work. Device size will be smaller and compatible. 	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Children wanted to feel secure wherever they go. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> By enabling geo-fence technique child's movement can be limited within the fixed area. If the device is removed from the children then the alert message with location will be sent to parents. Parents can be able to live stream their child's surrounding. 	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE</p> <ul style="list-style-type: none"> Application are used for alert system. <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> Device is in the form of chain or bracelet and has an location tracking system which is weared by the children. 	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Parents worried about their child's safety earlier and they have to watch them manually all day. Now, they feel revealed. 			