

## PROJECT DESIGN PHASE-1.

### SOLUTION FIT TEMPLATE.

**PROJECT TITLE : IOT based Safety Gadget for Child Safety Monitoring and Notification.**

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#### **Problem-Solution Fit** canvas

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  Parents or caretakers who needs to monitor the location of the children and to take care of them at anytime from anywhere.	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span>  The device must be budget friendly. It must be easy to access for both child and parent. The size must be compact and it should not cause any difficulty for the child.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span>  Child safety wearable device is an available solution, but it has some limitations such as lack of real time management, availability of smart phones, etc.	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <span>PR</span>  The main problem in the society now-a-days is that the frequent missing of kids. Parents are unable to protect them from the kidnappers, since they cannot be with their child all the time and has no contact with them. Especially it is too difficult for the working parents to be with their child most of the time. Hearing the news that their child was missing is the highest level of pain for every parent in their life.	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span>  The root cause for missing of child is due to insecurity. Another major cause is that in olden days there might be lot of people in a family and a child grows in a protected environment. But now-a-days, due to social or extended isolation of families there are only two to three people in a family. Thus, security for children nowadays is less compared to olden days. Thus a budget friendly child safety device is required for every parent to monitor their child continuously.	<b>7. BEHAVIOR</b> <span>BE</span>  People use different devices of same function and they choose the better option according to their convenience. Consumers would easily avoid the devices with limitations. So, the device must be adaptable to each and everyone's usage. It must exceed their limitations which makes them to use such device even if a new brand or variety arrives in the market.	
Focus on PR, tap into BE, understand RC	<b>3. TRIGGERS TO ACT</b> <span>TR</span>  Hearing the news about kidnapping or missing of children almost daily and understanding about their insecure world.	<b>10. YOUR SOLUTION</b> <span>SL</span>  This gadget eliminates unreliable mode of transmission of sending and receiving messages and it helps the parents to locate their children when in distress. It assists the parents to monitor their children remotely. In case of bad situation for the children, notifications will be sent to their parents so that actions can be taken. The major advantage of this gadget is, it can be used in any mobile and it is easy to operate.	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <b>ONLINE</b>  The manifest acts or actions of consumers within a website or app that can be observed through measurement tools or behavioural analysis.	Focus on PR, tap into BE, understand RC
	<b>4. EMOTIONS</b> <span>EM</span>  Sometimes happy emotions of motherhood is mixed up with feelings of loss, fear, worry, guilt and frustration by thinking about the safety of the children in their absence.		<b>OFFLINE</b>  Buying behaviour of the ultimate consumer who prefers to visit traditional stores or contact salesman, use magazines, newspapers, telephonic media for buying any product or service.	
Identify strong TR & EM		Extract online & offline CH of BE		