DefineCS,fit intoCC

1.CUSTOMERSEGMENT(S)

1.Workingparents.

6. CUSTOMERCONSTRAINTS

- ➤ Mobilephone
- ➤ GSM
- ➤ GPS
- ➤ MobileCommunications

5. AVAILABLESOLUTIONS

Totakingcareofchildren.

ExploreAS,differentiate

FocusonJ&P,tapintoBE,understandRC

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

1.GPSshouldbeon.
2.Deviceshouldbeonwhenitisused.
3.Cloudservicehastobeavailableallthetime

9.PROBLEMROOTCAUSE RC

Achildneglected,notlovedor caredfor

has no talk to and no one is

takecareof.

7.BEHAVIOUR

Network issue is very common asmost of the problems are located atthe country side. Here the contactboththedevelopers andtheserviceproviders.

FocusonJ&P,tapintoBE,understandRC

3. TRIGGERS

Currentlyachild'ssecurityisacrucialspace of concern. Trafficked childrenaresold- outintoslavery,domestic slavery,beggary,andthereforethe sextrade.theseactstriggersthe peopletousethisdevice.

4. EMOTIONS: BEFORE/AFTER

Before- InsecureAfter- Secure

10. YOURSOLUTION

To possess an SMS text enabled communicationbetweenthechild'swearableandal sotheparentbecausethe GSMmobilecommunication is nearlypresenteveryplace.Theparentswillsend atextwithspecifickeywordslike"LOCATION". Thetrackingdevice can replybackproviding the correctlocationofthekidanditwillnavigate throughgooglemaps.

8. CHANNELS of BEHAVIOUR

Online:

- **Mobile calls.SMS.**