Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

1. Working parents.

6. CUSTOMER CONSTRAINTS

- ➢ Mobile phone
- ➢ GSM
- ➢ GPS
- ➢ Mobile Communications

5. AVAILABLE SOLUTIONS   AS

To taking care of children.

Explore AS, differentiate

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

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

1. GPS should be on.
2. Device should be on when it is used.
3. Cloud service has to be available all the time

9. PROBLEM ROOT CAUSE   RC

A child neglected, not loved or cared for has no talk to and no one is take care of.

7. BEHAVIOUR

Network issue is very common as most of the problems are located at the country side. Here the contact both the developers and the service providers.

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

3. TRIGGERS

Currently a child's security is a crucial space of concern. Trafficked children are sold-out into slavery, domestic slavery, beggary, and therefore the sex trade. these acts triggers the people to use this device.

4. EMOTIONS: BEFORE / AFTER

Before-Insecure
After-Secure

10. YOUR SOLUTION

To possess an SMS text enabled communication between the child's wearable and also the parent because the GSM mobile communication is nearly present everyplace. The parents will send a text with specific keywords like "LOCATION". The tracking device can reply back providing the correct location of the kid and it will navigate through google maps.

8. CHANNELS of BEHAVIOUR

CH

Online:
- **Mobile calls.
SMS.**