

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <div> Home-makers Working Parents Pre-school Fun-zones/parks </div>	6. CUSTOMER CONSTRAINTS CC <div> Budget Tampering Internet connectivity Electricity stability Hardware durability </div>	5. AVAILABLE SOLUTIONS AS <div> Availability of different models according to customer requirements Solar charging Concealed placement of the device </div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <div> Safeguarding the child from harm Tracking the temperature Tracking heartbeat Track the current location Informing authorities in case of more serious crises Raising alarms in instances of emergencies </div>	9. PROBLEM ROOT CAUSE RC <div> Concerns regarding overall safety of minors Increasing fear among parents about actions of children Need to monitor kids constantly </div>	7. BEHAVIOUR BE <div> Wearable GPS tracker that helps monitor the location of children in real-time GPS-based alarm capable of sounding alert </div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR <div> Increasing events of kidnapping in recent news A child who hasn't grown well enough to be ensure safety of self </div> 4. EMOTIONS: BEFORE / AFTER EM <div> Worried, anxious, tensed, insecure → →Relieved, relaxed, peaceful </div>	10. YOUR SOLUTION SL <div> Designing a gadget for protecting the kids and alerting the parents in emergency situations </div>	8. CHANNELS of BEHAVIOUR <div> Online: Apps and add-ons can be developed to track the live location of children Offline: Sensors and other detectors can be developed </div>	Identify strong TR & EM