Problem-Solution Fit canvas

Explore AS, differentiate

Define CS, fit into CL

1. CUSTOMER SEGMENTS `CS`

Parents and Caretakers who wants to monitor their childs location

6. . CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

- have a Moblie phone
- have the sufficient money

5. AVAILABLE SOLUTIONS PLUSES & MINUSES `CL`

They use GSM module to send notification to the parents. so,it needs a sim card which needs to be recharged regularly

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Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY `PR`

People wants to monitor the location of the child every time. Parents want to know whether the child is within the location (school premises,house etc).

It's very costly

9. PROBLEM ROOT / CAUSE `RC`

Due to the busy schedule/work for the parents they can't take care of their child

As they are children they will be playful.so,they would stay at the same place.

7. BEHAVIOR + ITS INTENSITY

The working parents can't concentrate on their work and also can't take care of their children.

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT `TR`

Parents wants to feel more relaxed as they can monitor their child every time
It's very costly.

4. EMOTIONS BEFORE / AFTER `EM`

People do not feel good to buy the product as it is very costly .They feel more relaxed as they monitor their child and can concentrate on their work.

10. YOUR SOLUTION `SL`

Create a geo-fence around the location of the child for example around a house or school and send a notification to the parents if the child gets out of the geo-fence.
Tracking the child's location and send the location information to the parents.

8. CHANNELS OF BEHAVIOR

ONLINE

Through online the customer can lively track the location of the child

OFFLINE

In offline mode the customer can see the location the child has went or visited.

Extract online & offline CH of BE