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<p>Define cs,fit into cc</p>	<p>1. CUS TOM ER SEG MEN T(S) Work ing paren ts or busy paren ts Of 0-10 years old kids</p>	<p>6. CUSTOMER CONSTRAINTS</p> <p>Lack of afforda ble, reliable and hassle free techno logy, lack of availab ility of secure and easy Ui</p>	<p>5.AVAILABLE SOLUTIONS</p> <p>The re are exis ting sol uti ons tha t off er loc atio n trac kin g for kid s but the y are not ver y effi cie</p>	<p>Explore AS, different iate</p>
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			nt, cos t eff ecti ve and reli abl e all at the sa me tim e. Thi s tra de off sho uld be add res sed .	
Focus on j&p, tap in to BE, understand	2.JOBS-TO-BE-DONE/PROBLEMS Instantaneous tracking and updation of child's location, geofencing and notifying parents of any abnormalities	10.PROBLEM ROOT CAUSE C u s t o m e r s h a v e t o d o	7. BEHAVIOUR Cust om ers pani c, pre ven t thei r chil dre n fro m goin g out on	Focus on j&p, tap into BE, understand RC

RC		<p>t h i s t o</p> <p>p r o t e c t t h e i r c h i l d r e n</p> <p>f r o m</p> <p>p o t e n t i a l t h r e a t s a n d</p>	<p>thei r own ,try usin g easi ly avai labl e tech nol ogie s</p>	
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		<p>t o e n s u r e t h e s a f e t y w h i l e b e i n g f a r a w a y f r o m t h e m .</p>		
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