

PROJECT DESIGN PHASE 1

PROBLEM SOLUTION

Problem-Solution fit canvas 2.0

Purpose: To create an child safety gadget

Define CS, fit into CC	1. CUSTOMER SEGMENT <ul style="list-style-type: none"> • Caretaker • Parent 	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none"> • Easy to use • compatible and weightless • low cost 	5. AVAILABLE SOLUTION <ul style="list-style-type: none"> • Knowledge about setting geofence • Device • Internet 	Explore AS, differentiate
Focus on JAP, fit into BE, understand PC	2. JOBS -TO- BE-DONE/ PROBLEMS <ul style="list-style-type: none"> • To manage data store • network connectivity? • To alert the parents in case of emergency 	9. PROBLEM ROOT CAUSE <ul style="list-style-type: none"> • Crimes • missing children • Irresponsible parents 	7. BEHAVIOUR <p>Tracking devices for kids provide you with real-time GPS details of your child's location. This is extremely useful tool when your child is walking to a friends house from any instant distance where your child's current whereabouts could be uncertain.</p>	Focus on JAP, fit into BE, understand PC
Identify strong TR & EM	3. TRIGGERS <ul style="list-style-type: none"> • social media neighbour • places fear of losing child <hr/> 4. EMOTIONS: BEFORE/ AFTER <ul style="list-style-type: none"> • Parents are panic that they lost the child • They feel happy after they find the child 	10. YOUR SOLUTION <ul style="list-style-type: none"> • Gadget ensure the safety and tracking of children. • The android app use GPS and mobile service to find the child location and secretly stored accurate location without knowing the children 	8 CHANNELS of BEHAVIOR <ul style="list-style-type: none"> • 01 ONLINE <ul style="list-style-type: none"> • web applicationGPS module communication • 02 OFFLINE <ul style="list-style-type: none"> • Distance Calculations gadget using time 	Extract online & offline CH of BE



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