

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Parents and Caretakers who wants to monitor their childs location	<b>6. CUSTOMER LIMITATIONS</b> <small>EG. BUDGET, DEVICES</small> <span>CL</span> <ul style="list-style-type: none"> <li>have a Moblie phone</li> <li>have the sufficient money</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <small>PLUSES &amp; MINUSES</small> <span>AS</span> They use GSM module to send notification to the parents. so,it needs a sim card which needs to be recharged regularly	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	<b>2. PROBLEMS / PAINS</b> <small>+ ITS FREQUENCY</small> <span>PR</span> 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	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> 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.	<b>7. BEHAVIOR</b> <small>+ ITS INTENSITY</small> <span>BE</span> 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	<b>3. TRIGGERS TO ACT</b> <span>TR</span> Parents wants to feel more relaxed as they can monitor their child every time It's very costly.  <b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <span>EM</span> 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.	<b>10. YOUR SOLUTION</b> <span>SL</span> 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.	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <small>ONLINE</small> Through online the customer can lively track the location of the child  <small>OFFLINE</small> In offline mode the customer can see the location the child has went or visited.	Extract online & offline CH of BE