

<div>DEFINE</div> <div>CS, FIT INTO</div> <div>CL</div>	<div>1. CUSTOMER SEGMENT(S)</div> <div>CS</div> <div>Parents and guardians who desire to track their child's whereabouts</div>	<div>6. . CUSTOMER LIMITATIONS EG. BUDGET, DEVICES</div> <div>CL</div> <div><ul style="list-style-type: none">possess a mobile phoneenough money</div>	<div>5. AVAILABLE S O L U T I O N S PLUSES & MINUSES</div> <div>To convey notifications to the parents, they employ a GSM module. Consequently, a sim card is required, which must be frequently recharged.</div>	<div>EXPLORE</div> <div>AS</div> <div>DIFFERENT</div> <div>IATE</div>
---	--	---	---	---

FOCUS
ON PR, TAP
INTO BE,
UNDERSTAN
D RC

2. PROBLEMS / PAIN S + ITS FREQUENCY

Every time, people wish to keep track of the child's whereabouts. Parents want to know whether their children are in the area (school premises,house etc). It's very costly

9. PROBLEMS ROOT / CAUSE

Due to their hectic schedules and jobs, the parents are unable to care for their child.

Being young kids, they will be playful. They would remain in the same location.

7. BEHAVIOR + ITS INTENSITY

The working parents are unable to focus on their work and are unable to care for their children.

FOCUS ON
PR, TAP
INTO
BE,
UNDERSTA
ND
RC

IDENTIFY

3. TRIGGERSTO ACT

10. YOUR SOLUTION

EXTRACT

STRONG TR & EM	<p>Parents like to experience greater calm since they can constantly watch over their children. It's pretty expensive.</p>	<p>Create a geo-fence around the child's location, such as a residence or a school, and notify the parents if the kid leaves the geo-fence. tracking the child's whereabouts and sending the parents the location data.</p>	<div>8. CHANNELS of BEHAVIOR</div> <div>ONLINE</div> <p>The customer can actively track the child's position online.</p>
	<div>4. EMOTIONAL BEFORE / AFTER</div> <p>Due to the product's high price, people are reluctant to purchase it. As parents watch their child and can focus on their task, they feel more at ease.</p>		<div>OFFLINE</div> <p>The consumer can view the child's travels or visits in offline mode.</p>