Project Design Phase-I - Solution Fit Template

**Project Title:** IoT based safety gadget for child safety and notification system

**Team ID:** PNT2022TMID30411

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| **Define CS, fit intoCC** | **1. CUSTOMER SEGMENT(S)**  Working parentsorbusy **CS**  parents of 0-10 year old kids | | **6. CUSTOMER CONSTRAINTS**  **CC**  Lack of affordable, reliable and hassle free technology, Lack of availability of secure and easy Ui. | | | **5. AVAILABLE SOLUTIONS**  **AS**  There are existing solutions that offer location tracking for kids but they are not very efficient, cost effective and reliable all at the same time. This trade off should be addressed. | | **Explore AS,differentiate** |
| **Focus on J&P, tap into BE, understandRC** | **2. JOBS-TO-BE-DONE / PROBLEMS**  Instantaneous tracking and updation of child’s location, geo-fencing and notifying parents of any abnormalities |  |  | **9.PROBLEMROOT CAUSE**  Customers have to do this to protect their children from potential threats and to ensure the safety while being far away from them. |  | **7. BEHAVIOUR**  Customers panic, prevent their children from going out on their own , try using easily available technologies |  | **Focus on J&P, tap into BE, understandRC** |
|  | **RC** | **BE** |
| **J&P** |  |  |

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| **Identify strong TR &EM** | **3. TRIGGERS** | **10. YOUR SOLUTION** | **8.CHANNELS of BEHAVIOUR**  **CH**  **8.1 ONLINE**  Tracking their kids location with their mobile phones’ GPS, reading news about child safety and other child missing cases.  **8.2 OFFLINE**  Customers accompany their children to ensure safety, send them together with other reliable people, seek for protection in public places. | **Identify strong TR &EM** |
| **TR** | **SL** |
| Coming across news about | Building a reliable technology |
| children being kidnapped | that can address all the customer |
| and abducted, missing cases | needs while being reliable and |
| being reported. | secure ensuring efficient |
| **4. EMOTIONS: BEFORE / AFTER**  **EM** | functioning. |
| Before : Feel insecure , worried , scared and confused. |  |
| After : Relieved , calm , confident , happy. |  |