

Define CS, fit into CC	<div><div><div>1. CUSTOMER SEGMENT(S)</div><div>Working parents of children from age 0 – 14 years.</div></div></div>	<div><div><div>6. CUSTOMER CONSTRAINTS</div><div>Spending power, budget, no cash, network connection, available devices.</div></div></div>	<div><div><div>5. AVAILABLE SOLUTIONS</div><div>Sensors we used here make the parents feel easy about their child’s protection .</div><div>Children activity while the parents are not around is sent as a message to their parent’s mobile.</div></div></div>	Explore AS, differentiate
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Focus on J&P, tap into BE, understand RC	<div><div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Jobs to be done – Taking care of child or protect the child while parents are not around.</div></div></div>	<div><div><div>9. PROBLEM ROOT CAUSE</div><div>As a working parent it feel difficult to take care their children.</div><div>Also as a single parent it will be hard to manage their work children simultaneously.</div></div></div>	<div><div><div>7. BEHAVIOUR</div><div>Directly related: find the way to protect the child using IOT sensors. Indirectly associated with safety of the child without help of parents.</div></div></div>	Focus on J&P, tap into BE, understand RC
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3. TRIGGERS Advanced techniques in the equipment of child safety and using IOT sensors in different Gadgets trigger peoples to buy the product.	10. YOUR SOLUTION <ul style="list-style-type: none">• To get aware of child to the parents by using the IOT sensor and it is applicable in the day to day life for working parent and single parent.• It is useful to reduce the stress of the parent and increase the safety of the child and it afford confident to the parents.	8. CHANNELS OF BEHAVIOUR ONLINE To get live location of the child by parents . To get recording session of video by using IOT sensor. OFFLINE To get SMS about the child by parents.
4. EMOTIONS: BEFORE / AFTER <ul style="list-style-type: none">• Lost and insecure of the product reduce the confident in the equipment.• The way of communication to the consumer about the product will increase the trust in the product.		