Project Design Phase-I – Solution Fit Template

Project Title: IoT based safety gadget for child safety and notification system
Team ID: PNT2022TMID42943

Define CS, fit into CC			Explore AS, differentiate
1. CUSTOMER SEGMENT(S) `CS` Working parents or busy 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.	

Focus on J&P, tap into BE, understand RC			Focus on J&P, tap into BE, understand RC
2. JOBS-TO-BE-DONE / PROBLEMS `J&P` Instantaneous tracking and updation of child's location, geofencing and notifying parents of any abnormalities	**9. PROBLEM ROOT CAUSE** `RC` 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** `BE` Customers panic, prevent their children from going out on their own , try using easily available technologies	

3. TRIGGERS

TR

Coming across news about children being kidnapped and abducted, missing cases being reported.

4. EMOTIONS: BEFORE / AFTER   EM

Before : Feel insecure , worried ,

10. YOUR SOLUTION

SL

Building a reliable technology that can address all the customer needs while being reliable and secure ensuring efficient functioning.

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**

scared and confused.

After : Relieved , calm , confident , happy.

Customers accompany their children to ensure safety, send them together with other reliable people, seek for protection in public places.