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| Define CS, fit into CC                   | Customer Segment(s):<br><br>Working Parents of 0-5 years of kids<br><br>CS                                                                                      |  | 6. CUSTOMER CONSTRAINTS<br><br>Every project has to manage the basic constraints.<br><b>Scope:</b> It refers the a project magnitude interms of quality.Time and money are dependencies of scope.<br><br>CC                                                                                                                    |  | 5. AVAILABLE SOLUTIONS<br><br><b>Online:</b> IoT based wearable child safety gadget .<br><b>Offline:</b> Childline 1098 is the alternate offline solution for child safety.<br><br>AS                                                     |  | Explore AS, differentiate                |
|                                          |                                                                                                                                                                 |  |                                                                                                                                                                                                                                                                                                                                |  |                                                                                                                                                                                                                                           |  |                                          |
| Focus on J&P, tap into BE, understand RC | 2. JOBS-TO-BE-DONE / PROBLEMS<br><br>Child may get kidnapped or they may forget its path.<br><br>J&P                                                            |  | 9. PROBLEM ROOT CAUSE<br><br>Kidnapping rate keeps on increasing due to selling of organs, threaten parents for money.<br>Parents can be relieved about their child safety and can concentrate on their own works.If the signal is proper and make sure if the gadget is with the child.If something<br><br>RC                 |  | 7. BEHAVIOUR<br><br>Parents can be relieved about their child safety and can concentrate on their own work if the signal is proper and make sure if the gadget is with the child.<br><br>BE                                               |  | Focus on J&P, tap into BE, understand RC |
|                                          |                                                                                                                                                                 |  |                                                                                                                                                                                                                                                                                                                                |  |                                                                                                                                                                                                                                           |  |                                          |
| Identify strong TR & EM                  | 3. TRIGGERS<br><br>Crime on children keep increasing despite actions have been taken by the government .The overall child abasements worldwide is 80%.<br><br>R |  | 10. YOUR SOLUTION<br><br>GPS is used to track the live location of the child who is wearing that device.<br>The temperature sensor is used to sense the surrounding temperature of the device.<br>The pulse sensor is used to detect any abnormal feelings experienced by the child like , fear,anxiety, nervousness.<br><br>L |  | 8.CHANNELS of BEHAVIOUR<br><br>Online: Enables sending of notification if the child is out of location.<br>To show the childs actual data with reference value.<br>Offline: Customer makes a call to the near by police station.<br><br>H |  | Identify strong TR & EM                  |
|                                          | 4. EMOTIONS: BEFORE / AFTER<br><br>M                                                                                                                            |  |                                                                                                                                                                                                                                                                                                                                |  |                                                                                                                                                                                                                                           |  |                                          |

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|  | <p>BEFORE: Parents feel insecure and lossed confidence .</p> <p>AFTER:Enabling tracking of childs location and capturing the data remotely lead the parents to feel secure.</p> |  |  |  |
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