

Define CS, fit into CC

1. CUSTOMER SEGMENT (S)

CS

Working parents and physically challenged parents of 0-12 y/o kids.

6. CUSTOMER CONSTRAINS

CC

Customer may face the constrains like Battery lifetime, device damage due to children’s activities, carrying inability.

5. AVAILABLE SOLUTIONS

AS

- ✓ Tracking their child is difficult in past. After the installation of our device tracking and monitoring children is easy for users.

Pros:

- \*Children safety
- \*Energy saving
- \*Inhuman

Cons:

- \*possibility of product damage
- \*Battery lifetime

Focus on J&P, tap into BE,

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

The main job of the device is tracking and monitoring the child when the device is switched on and sending notifications to the respected person.

9. PROBLEM ROOT CAUSE

RC

- ✓ The main problem causing factor is the carelessness of parents.
- ✓ The insecure environment of society.

7. BEHAVIOUR

BE

- ✓ Linking their mobile to the tracking device and attaching the device on their child for monitoring.
- ✓ This will help to safeguard our child.

Focus on J&P, tap into BE,

3. TRIGGERS

TR

Seeing the neighbors using the safeguard product for their children safety.

4. EMOTIONS: BEFORE / AFTER

EM

Unsafe , Panic < Security, fearless.

10. YOUR SOLUTION

SL

Hand held gadgets with integrated mobile application with Temperature, Heart rate, Sensor, Location tracking.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

- ✓ Create Geo fence

8.2 OFFLINE

- ✓ Searching the missing child after the realization of missing.
- ✓ Inform police about child’s location in case of emergency.

100%

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