**Project Title: CHILD SAFETY AND MONITORING**

**SYSTEM Project Design Phase-I** - **Solution Fit**

**Focus on J&P, tap into BE, understand RC**

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. GPS tracker ,find police

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

What constraints prevent your customers from taking action or limit their choices

of solutions? No internet no communication,smart phone

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 year kids

**Explore AS, differentiate**

**Define CS, fit into CC**

By using internet via their mobile phones,customer send keyword such as location and track child location

**BE**

**7. BEHAVIOUR**

**RC**

**9. PROBLEM ROOT CAUSE**

What is the real reason that this problem exists? What is the back story behind the need to do this job?

Getting children go alone to place where less crowd are there

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

Which jobs-to-be-done (or problems) do you address for your customers? Finding of missing children

**Focus on J&P, tap into BE, understand RC**

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| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**  What triggers customers to act? i.e. camera capture surroundings,alert the public by means of SOS light | **10. YOUR SOLUTION S**  Child safety system to make parent let know their,children location, images,respiratory rate by means of sending keyword. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development. |  |
| **4. EMOTIONS: BEFORE / AFTER EM**  How do customers feel when they face a problem or a job and afterwards?  i.e. Before they feel insecurity and panic  After- feels secure abot their missing child |