

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Parents and Caretakers who wants to monitor their child's location	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL <ul style="list-style-type: none"> have a Mobile phone have the sufficient money 	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS They use GSM module to send notification to the parents. so, it needs a sim card which needs to be recharged regularly	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR People want to monitor the location of the child every time. Parents want to know whether the child is within the location (school premises, house etc). It's very costly	9. PROBLEM ROOT / CAUSE RC Due to the busy schedule/work for the parents they can't take care of their child As they are children they will be playful. so, they would stay at the same place.	7. BEHAVIOR <small>+ ITS INTENSITY</small> BE The working parents can't concentrate on their work and also can't take care of their children.	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR Parents want to feel more relaxed as they can monitor their child every time. It's very costly. 4. EMOTIONS <small>BEFORE / AFTER</small> EM People do not feel good to buy the product as it is very costly. They feel more relaxed as they monitor their child and can concentrate on their work.	10. YOUR SOLUTION SL Create a geo-fence around the location of the child for example around a house or school and send a notification to the parents if the child gets out of the geo-fence. Tracking the child's location and send the location information to the parents.	8. CHANNELS of BEHAVIOR CH ONLINE Through online the customer can live track the location of the child OFFLINE In offline mode the customer can see the location the child has went or visited.	Extract online & offline CH of BE