

1. CUSTOMER SEGMENT(S) Here the customers are the parents and the child's guardian. They shall be able to track and monitor the child regularly.	6. CUSTOMER CONSTRAINTS The parents should have a smart phone with internet connectivity. The device must be safe and secure.	5. AVAILABLE SOLUTIONS Merits: The child's exact location can be tracked and notification is sent to parents via sms and e-mail. Demerits: Needs proper network connection. Costlier to implement.
2. PROBLEMS Parents need to monitor the child's activity and keep a track on their location by ensuring whether the child stays within the geo-fence created.	9. PROBLEM ROOT/CAUSE The problem arises as the children are so playful that they couldn't stay in a place for long time & the tight schedule of the parents make it difficult for them to take care of the child.	7. BEHAVIOUR The gadget helps in improving parent-child interaction when they are not together and helps in regularly monitoring the child's activity and ensures safety.
3. TRIGGERS Usage of audio & video to ensure the safety of the child triggers the customer (parents) to use this wearable device.	10. YOUR SOLUTION Creating a geo fence so that notification would be sent to the parents once the limit is crossed. It tracks the child's location and send it to the parents	8. CHANNELS OF BEHAVIOUR Online By connecting to the cloud, the child's location is notified to the parents.
4. EMOTIONS Before: As the parents in this generation are mostly about to go for work, they feel like they have a lack of concentration on their child. After: Parents shall be relaxed and might concentrate on their work as they have a regular track on their child.		Offline While in offline the child's location, heart rate and other data are sent via sms.