

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Working and non-working parents of kids who are 3 years and above</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Battery retention is the only costumer constrain so far and this can be overcome by our new advancement which allows the battery to charge itself with the help of body heat. If this is possible then there can be no customer constrain for our solution.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>A Multipurpose Child Tracking System Design and Implementation- Smart IOT Device for Child Safety and Tracking Wearable Safety Device for Children Bracelet for Remote Surveillance of People Deprived of their Freedom A Mobile Safety Monitoring System for Children</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div><div>The invisible child safety band is efficient and low cost, the awareness of the child safety monitoring system can be spread among the society.</div><div>The invisible child safety band can be customized into different ornamental forms according to the requirement of the user.</div><div>The device also acts as a health monitoring system by sensing the radiation from the human body</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Recent news about child abuse and trafficking put parents in anxiety and create an insecure atmosphere for children. In order to provide a secure environment for children this solution was developed.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div><div>The device guarantees the child safety through constant monitoring via mobile phones, thus reducing the safety concern among the parents.</div><div>It reduces the risk of the child during emergency situations as the device notifies immediately to the parent when unexpected events happen.</div><div>Thus, the action is taken immediately and the child is protected from further consequences.</div></div>	
Focus on J&P, tap into BE, understand RC				
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div>The device can be sold in different ways like selling in stores, online purchase etc. as the device is small with customizable options.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>The invisible child safety band consists of a GPS sensor to track the live location and send the information to the synced mobile phone. The vibration sensor attached to invisible child safety band detects the accident. The device guarantees the child safety through constant monitoring via mobile phones, thus reducing the safety concern among the parents. It reduces the risk of the child during emergency situations as the device notifies immediately to the parent when unexpected events happen. Thus the action is taken immediately and the child is protected from further consequences</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>The invisible child safety band consists of a GPS sensor to track the live location and send the information to the synced mobile phone. The vibration sensor attached to invisible child safety band detects the accident The child safety band is considered to be invisible as the outer material of the band is similar to the skin color of the child, which is customized by the users. The child safety band is a user-friendly gadget as its functionalities can be controlled via the synced mobile phone like setting the distance range, buzzer indication. The band is also efficient and faster in communication as the device always synced with the mobile phone</div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div><div>BEFORE: Insecure</div><div>AFTER: Secure and confident</div><div>USE: Monitoring, surveillance and security</div></div>			