

Define CS, fit into CC	<div><div>1.CUSTOMER SEGMENT(S)</div><div>working parents of 0-5-year-old kids and women working late nights.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div><ul style="list-style-type: none">spending powernetwork connectionavailable devices.</div></div>	<div><div>5. AVAILABLE SOLUTION</div><div>Real-Time Child Abuse and Reporting System In the existing system, we use a voice recognition module in which the alert commands from the child are stored and kept for further reference. If the same child delivers the same command, it will compare with the alert command which was previously stored and sets an emergency level according to the alert command. The GSM has a SIM which is used to send an alert message or an alert call to the trusted peoples. GPS is used to track the live location and it is used when needed. The server will search the respective device ID from the database and search for respective contacts according to that device ID and helps in alerting the registered guardians. The disadvantage of this project are,<ul style="list-style-type: none">The child could not produce the exact alert command during a panic condition.The command produced may not match with the previously stored command.</div></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div><ol style="list-style-type: none">We have to continuously monitor the child’s location and update the information to the parent or the caretakers using notifications.Also, we have to oversee the health-related information of the child.We have to provide the provision for the child to intimate an emergency situation.</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>To help the parents in continuously monitor their children so that they can simply leave their children in school or parks and create a geofence around their location.</div></div>	<div><div>7. BEHAVIOUR</div><div>The customer would hire a maid or a caretaker to monitor the child when he/she is not available.</div></div>	Focus on J&P, tap into BE, understand RC

Identifying strong T & E M	3. TRIGGERS TR What triggers customers to act? i.e. seeing news of children getting kidnapped and missing due to lack of monitoring.	10. YOUR SOLUTION SL <ul style="list-style-type: none"> ➤ We have to continuously monitor the child's location and update the information to the parent or the caretakers using notifications. ➤ Also, we have to oversee the health-related information of the child. ➤ We have to provide the provision for the child to intimate an emergency situation. ➤ If necessary, the parent and the child can communicate by sending voice messages. ➤ Parents can request child's location when required instead of monitoring all the time. ➤ Every one hour the location of the child will be updated to the parent. 	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	Identifying strong T & E M
	4. EMOTIONS: BEFORE / AFTER EM lost, insecure > confident, in control - use it in your communication strategy & design.			