Ranjit Kumar Mogillapalli

1. Understand the demography of the parent and the child:

*Working IT professional, wife is a home maker, 2 children, 15 years and 12 years old - one boy and a girl. Son goes to Chaitanya school, no expectations on facilities, focus on studies. Son comes back and plays football at night. Daughter goes to metro type school*

1. Can you tell us about how a typical day for your child is?

Wake up, walking some times for half hour, classes start at 8.30-9.30, 9.30 breakfast, 10 to 1 online classes, 1-3 break while watching tv, 3-6 school home work, 6 to 7 dance or additional classes, 7 to 9 - break and dinner and then bed after 9.

Sunday - exams for 3 hours for son. Daughter exam on sat.

1. Do you have any concerns in a typical day? what are those concerns?
   1. Breaks are hooked onto youtube or tv. If they could spend time in some learning it is good. Coding or learning new language.
   2. They eat more now that they are at home
2. what do the kids do when they need to be hydrated?
   1. Now that they are home - Juice is always there, hot water always placed next to their desk
3. Who reminds your child to drink water?
   1. Since now they are at home - once in a while we have to remind them
4. What happens when they are at a place outside your influence?
5. **What happens when your child is not drinking enough water?** Do you find any behavior changes?
   1. Their lips become dry. And then we remind them to drink water
6. **What if you fail to solve this problem?**
   1. **We will be watching them continuously now they are at home. At school, we tell them they have to finish the bottle. When they go to school we dont know whether she drinks enough.**
7. **Who others in your family including yourself is facing similar challenges?**
   1. I dont know if I drink enough water
8. **Walk me through the process of how you are currently solving the problem?**
   1. **We remind them when we they are at home or when we see their lips are dry. But when they are school, only if the teacher reminds them its possible. The water bell initiative is good, but its not in my kids school**
9. What extent will you go to solve this problem?
10. **how do you feel about your current solution?** **what is most frustrating about your current solution?** 
    1. **Frankly speaking, they are not small kids. We expect them to manage it. When we were kids, no one reminded us, we drank when we were thirsty. No problems so far for us. So i expect, my kids will also manage it like tihs.**
11. If you could have things anyway you wanted, what would change?
12. how would you feel if you had this improved solution? how would your day and your child's day change with this improved solution?
    1. Dont know that this is a problem. Drinking water is not a habit, not checking every two to three hours and ensure to drink water. Not aware how much its important to drink water.
    2. If someone tells and convinces us that this is a problem for kids, if they dont drink water enough, then there should be a reminder mechanism, either thru school or parent to keep reminding them about drinking it regularly
13. **if this solution were available in the market, would you buy/use it?** How much would you be willing to spend on a product like this?
    1. If this issue is too problematic, then I will think about using it. When we were kids, there was no such reminder, whether its right or wrong is not known. If i know the reasons to regularly drink, and we are aware that we are benefited by doing so, we should look at using it. Most of the issues are like this, like watching mobile, causing eyesight issues, makes us be cautious about using mobile devices constantly. Like that if its made aware that drinking water is important and it would benefit us in some way, then I will use it
    2. If what you say is true that kids drink less calorific drinks if they drink sufficient water, then i will definitely use it as it is better than coke or juice
    3. If the severity of the problem is significant, then i would buy. If not a great problem, then by default i will try to manage it in my own ways
    4. For ex, Bp check in smart watches not utlised always
14. **What results do you expect to see after using this solution? In the first one week, in the next 6 months to 1 year?** 
    1. **Evaluate whether my kids have exhibited these problems. After using one month, i want to see improvements for my kids. Will first use it for one kid, then if positive will go for buying for next kid. There should be tangible result. Then after actually testing it, I will use it. If kid is not even having the problems, I might not go for it**
15. Have you purchased a similar product before?
16. If you answered yes to the previous question, what are some improvements, additions you'd like it to have?
17. would you recommend this solution to others? why or why not?

Ofcourse, if i try and i am convinced, i will recommend. Because it is for kids, i might be willing to try it atleast, but if it is for myself, i am not willing to shell out. I am managing it so far. Generally, anyone will think more about their kids, than themselves

Is there any side effect for using this product? Like bluetooth we dont prefer to use it always. Bcoz it will be on your body for 24 hours, radiation and connecting to towers all the time. So this also matters, as it will be on kids.

Sujatha Kamath

1. Understand the demography of the parent and the child:

*Architect, stays on foot long time. With covid, no real work, so stay only taking care of home. Have two kids - 10 year old boy and 2 year old girl. Son in an international school.*

1. How do you manage the food and water intake for your kids in a typical day?
   1. No processed food as it creates stomach problems. Controlled portions of Non-veg.
   2. In pandemic situation, I make cookies and stuff at home for my kids...lots of nuts in cookies, no refined sugar or chocolate, using palm sugar
   3. Ayurvedic mode of home remedies
   4. Orange juice is helpful - keeps them healthy
2. Do you have any concerns in a typical day? what are those concerns?
3. what do the kids do when they need to be hydrated?
   1. Dont give water just before food as it reduces food quantity. after every meal I give them water. Dont make it a point that they have to drink water every 1 hour. I believe the body will ask for it when needed. But my husband/in laws are particular to drink every 1 hour. I carry water everywhere i go with kids. General nutrition is what i can control and take care of.
4. Who reminds your child to drink water?
5. What happens when they are at a place outside your influence?
   1. No issue faced so far. Son finishes water bottle given to school.
6. **What happens when your child is not drinking enough water?** Do you find any behavior changes? **What if you fail to solve this problem?**
   1. **Nothing alarming has happened because of not consuming enough water. Son carries water bottle when he goes to play. During travels, quality fo water creates stomach upset.**
7. **Who others in your family including yourself is facing similar challenges?**
   1. Both my husband and mother in law drink water regularly throughout the day, still they have weak kidney and have kidney stone. Their nature of the body seems prone to this.
   2. We have changed the food habits. Intake of citrus flavoured drink helped.
8. **Walk me through the process of how you are currently solving the problem?**
   1. **I See if children are exhibiting problems like constipation, that is an indication of dehydration, then we ensure they drink water. At a broader level, they are having enough water. Exact calculation is not a very important need I believe.**
9. What extent will you go to solve this problem?
10. Have you heard of the water bell initiative and what do you think about it?
    1. Yes. also about self-filtering portable water devices. Both are very necessary. But i think schools where lower income groups children go, this is more essential. They are not aware of keeping good health and hygiene. In GIS, some teachers ensure students drink enough water. Water coolers is available in all accessible areas and that is good. If we can enforce drinking water as a habit, then it is always good.
11. **how do you feel about your current solution?** **what is most frustrating about your current solution?** 
    1. I am believer on my own instincts, not a person dependent on gadgets
    2. I want my children also to manage things on their own
12. If you could have things anyway you wanted, what would change?
13. how would you feel if you had this improved solution? how would your day and your child's day change with this improved solution?
    1. If the product is combined with something else - like may be measuring the hardness of the water, then I would think about using it
    2. But at the same time, i dont want to get myself into a paranoia situation, i believe my children will be able to manage it
    3. For my husband and also for my mil, getting reminders may be more useful. My husband gets so deep into his meetings at work, and doesnt get up from meetings to drink water. For people who travel they find it difficult to get into the habit of drinking water in a new place, in those situations also it is useful.
14. **if this solution were available in the market, would you buy/use it?** How much would you be willing to spend on a product like this?
    1. How much would i spend to help me with this is questionable. if it is combined with existing watch brands, then it makes sense. Dont want to buy another device.
15. **What results do you expect to see after using this solution? In the first one week, in the next 6 months to 1 year?**
16. Have you purchased a similar product before?
17. If you answered yes to the previous question, what are some improvements, additions you'd like it to have?
18. would you recommend this solution to others? why or why not?

# Other customer segments and problem scenarios

(to be used in case we need to pivot to a different customer segment)

1. Who reminds your elder parents, who reminds them to take their medicine? (the product is possible to cater to alert for medicine intake)
2. Has there been a situation your child had fever and you got to know it late? – is it possible for this device to cater to this scenario?
3. Are you worried about your elderly parents safety (on going for a walk, at home, at office, etc)

Siva Kumar

1. Understand the demography of the parent and the child:
2. How do you manage the food and water intake for your kids in a typical day?
3. Do you have any concerns in a typical day? what are those concerns?
4. what do the kids do when they need to be hydrated?
5. Who reminds your child to drink water?
6. What happens when they are at a place outside your influence?
7. **What happens when your child is not drinking enough water?** Do you find any behavior changes? **What if you fail to solve this problem?**
8. **Who others in your family including yourself is facing similar challenges?**
9. **Walk me through the process of how you are currently solving the problem?**
10. What extent will you go to solve this problem?
11. Have you heard of the water bell initiative and what do you think about it?
12. **how do you feel about your current solution?** **what is most frustrating about your current solution?**
13. If you could have things anyway you wanted, what would change?
14. how would you feel if you had this improved solution? how would your day and your child's day change with this improved solution?
15. **if this solution were available in the market, would you buy/use it?** How much would you be willing to spend on a product like this?
16. **What results do you expect to see after using this solution? In the first one week, in the next 6 months to 1 year?**
17. Have you purchased a similar product before?
18. If you answered yes to the previous question, what are some improvements, additions you'd like it to have?
19. would you recommend this solution to others? why or why not?

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Paromita

1. Understand the demography of the parent and the child:

*Late 30s, working professional, two kids, son 15 years, daughter 10 years, today kids dont wear smart watches - cheaper ones are health hazard, costly ones are not for kids*

1. How do you manage the food and water intake for your kids in a typical day?
   1. Water intake we dont track, we are lacking, specially when i am office
   2. Food, we try to give balanced, plus allow some junking here and there
2. Do you have any concerns in a typical day? what are those concerns?
   1. Water intake is a concern. We cant be behind them always, difficult to instill in them. Unless we are thirsty we dont drink
3. what do the kids do when they need to be hydrated?
4. Who reminds your child to drink water?
   1. We try to give every now and then
5. What happens when they are at a place outside your influence?
6. **What happens when your child is not drinking enough water?** Do you find any behavior changes? **What if you fail to solve this problem?**
   1. **Dried lips, not seen any other changes. Not able to track whether they**
7. **Who others in your family including yourself is facing similar challenges?**
   1. Sometimes for me, dryness is an indicator of dehydration, tiredness
   2. In climates in bangalore, less humidity, doesnt encourage you to drink enough water
   3. Physical work induces thirstiness
8. **Walk me through the process of how you are currently solving the problem?**
   1. **May be i should have a reminder to remind them. Set a target to them to finish**
9. What extent will you go to solve this problem?
   1. Given a choice if tracking is possible, i will do it. If its a better way to manage
10. Have you heard of the water bell initiative and what do you think about it?
    1. I will like this initiative
11. **how do you feel about your current solution?** **what is most frustrating about your current solution?**
12. If you could have things anyway you wanted, what would change?
13. how would you feel if you had this improved solution? how would your day and your child's day change with this improved solution?
    1. Morning 2 glass of warm water
14. **if this solution were available in the market, would you buy/use it?** How much would you be willing to spend on a product like this?
    1. Safety concern - wearable device, does it have any health hazard, is there any electronic interference
    2. Measure pros and con
    3. Cost implications
    4. Ruggedness of the product for kids usage
15. **What results do you expect to see after using this solution? In the first one week, in the next 6 months to 1 year?**
16. Have you purchased a similar product before?
17. If you answered yes to the previous question, what are some improvements, additions you'd like it to have?
18. would you recommend this solution to others? why or why not?

# Other customer segments and problem scenarios

(to be used in case we need to pivot to a different customer segment)

1. Who reminds your elder parents, who reminds them to take their medicine? (the product is possible to cater to alert for medicine intake)
2. Has there been a situation your child had fever and you got to know it late? – is it possible for this device to cater to this scenario?
3. Are you worried about your elderly parents safety (on going for a walk, at home, at office, etc)

Ritu Lohani

1. Understand the demography of the parent and the child:
   1. 37, working professional, two sons, 8 year old and 5 year old, nps whitefield and klay
2. How do you manage the food and water intake for your kids in a typical day?
   1. We follow a routine. How much fruits and vegetables and cereals is needed in a day. As per age for kids, proteins and fat balance is taken care of meals.
   2. Drink milk two times a day, fill a water bottle atleast a litre for a day
3. Do you have any concerns in a typical day? what are those concerns?
   1. No way i can influence beyond a point for kids. Being a working parent, there is no ready made solution. I counsel them.
   2. Eating habit, time to eat is long, not enough nutrition.
4. what do the kids do when they need to be hydrated?
   1. We dont take soft drinks as a habit. But pro-biotics is easily available at home, sometimes yogurt is there. Fruits with water content is part of the meal.
5. Who reminds your child to drink water?
   1. No one. In school time, we just see the water bottle.
6. What happens when they are at a place outside your influence?
7. **What happens when your child is not drinking enough water?** Do you find any behavior changes? **What if you fail to solve this problem?**
   1. **Notice if their lips dried up. Sometimes skin is also dry. Younger one feels sleepy or tired at a time when**
8. Have you heard of the water bell initiative and what do you think about it?
   1. Havent heard of this initiative
   2. I believe that this habit should come from within. We cant be there all the time.
   3. Instead of making them dependent on others
   4. Naturally they should drink when there is a urge, may be during more physical activities
9. **Who others in your family including yourself is facing similar challenges?**
   1. Many of my colleagues, most parents have this concern, kids have digestion problems, root cause is not enough water
10. **Walk me through the process of how you are currently solving the problem?**
    1. **They ask them to drink juice**
11. What if there are studies that can prove to you the different ways kids are affected due to not drinking enough water?
    1. **Teachers have more influence over kids. So if this information is available to kids, then it will make them aware**
12. What extent will you go to solve this problem?
    1. This might be a temporary problem upto kids going to 5th std. Depending on the need only i will try to resolve. I dont think i will immediately go and buying this. Unless i see the kids are affected severely and urgency of the problem.
13. **how do you feel about your current solution?** **what is most frustrating about your current solution?**
14. If you could have things anyway you wanted, what would change?
15. how would you feel if you had this improved solution? how would your day and your child's day change with this improved solution?
16. **if this solution were available in the market, would you buy/use it?** How much would you be willing to spend on a product like this?
    1. I want to know more about how it
    2. How can it encourage the kid to drinking water
    3. If the child looks for it and generates interest for the kids, it will work for younger kids. It might not go for long run. For grown ups, they might be more conscious.
    4. If its is interesting for children, then i am willing to buy. There should be a trial period to see fitment for children
17. **What results do you expect to see after using this solution? In the first one week, in the next 6 months to 1 year?** 
    1. **The very reason i bought it, if i dont have follow up atleast 70% it should be successful.**
18. Have you purchased a similar product before?
19. If you answered yes to the previous question, what are some improvements, additions you'd like it to have?
20. would you recommend this solution to others? why or why not?

# Other customer segments and problem scenarios

(to be used in case we need to pivot to a different customer segment)

1. Who reminds your elder parents, who reminds them to take their medicine? (the product is possible to cater to alert for medicine intake)
2. Has there been a situation your child had fever and you got to know it late? – is it possible for this device to cater to this scenario?
3. Are you worried about your elderly parents safety (on going for a walk, at home, at office, etc)

Manjula

1. Understand the demography of the parent and the child:
   1. Late 30s, home maker, one daughter aged 13 years, come from a traditional kerala background
2. How do you manage the food and water intake for your kids in a typical day?

Home made food, all traditional south indian/north indian food, avoid junk food, pulses, dals for protein, encourgae hher to eat all vegetables and fruits.

Water - 8 to 9 glass of water in a day

1. Do you have any concerns in a typical day? what are those concerns?
2. what do the kids do when they need to be hydrated?
   1. She wont consciously drink water, so i have keep reminding her
3. Who reminds your child to drink water?

1 or 2 bottles of water - ensure she drinks

1. What happens when they are at a place outside your influence?
   1. At school, hydration is weak. Only during breaks, she gets to drink. After PT or after school only she drinks. Even one bottle of water is mostly not finished.
   2. Winter season she wont drink
2. **What happens when your child is not drinking enough water?** Do you find any behavior changes? **What if you fail to solve this problem?**What if there are studies that can prove to you the different ways kids are affected due to not drinking enough water?
   1. **She feels tired especially during mensuration. Sometimes dizziness. Not consciously. Face and lips gets dried up. Stomach upset.**
   2. **School should allow to drink during class time, only during breaks is not enough**
3. Have you heard of the water bell initiative and what do you think about it?
   1. Yes, have heard of it. In kerala so many schools has started this. Its a good initiative. In the school for my daughter, it is not there
4. **Who others in your family including yourself is facing similar challenges?**
   1. Both me and my husband have faced this challenge. With healthify me we get notification to drink water, and we have started doing this. After corona, we want to be conscious of keeping healthy habits.
5. **Walk me through the process of how you are currently solving the problem?**
   1. **Either she understands on her own that she is thirsty or i have to remind her. My reminding is depending on my time.**
6. What extent will you go to solve this problem?
7. **how do you feel about your current solution?** **what is most frustrating about your current solution?**
8. If you could have things anyway you wanted, what would change?
9. how would you feel if you had this improved solution? how would your day and your child's day change with this improved solution?
10. **if this solution were available in the market, would you buy/use it?** How much would you be willing to spend on a product like this?
    1. This will be useful. Will school allow to drink water during class even if alarm comes?
    2. Schools also take initiative
    3. As a mother, i will think about buying it. Because i can remind. Other parents who are busy, it may be useful.
11. **What results do you expect to see after using this solution? In the first one week, in the next 6 months to 1 year?** 
    1. **With healthify me, consciously we have put a reminder on our mobile, to drink water every 1 hour. Professionals it is useful, as they will literally forget about drinking water.**
12. Have you purchased a similar product before?
13. If you answered yes to the previous question, what are some improvements, additions you'd like it to have?
14. would you recommend this solution to others? why or why not?

Jaimy George

1. Understand the demography of the parent and the child:
   1. Late 30s, working professional, two kids - son 8 years old, daughter 16 years old
2. How do you manage the food and water intake for your kids in a typical day?
3. Do you have any concerns on a typical day? what are those concerns?
4. what do the kids do when they need to be hydrated?
5. Who reminds your child to drink water?

When i remember, i remind

1. What happens when they are at a place outside your influence?
2. **What happens when your child is not drinking enough water?** Do you find any behavior changes? **What if you fail to solve this problem?**What if there are studies that can prove to you the different ways kids are affected due to not drinking enough water?
   1. **Mouth is dry, mouth ulcers (although not sure whether its directly related to water intake), skin is dry.**
3. Have you heard of the water bell initiative and what do you think about it?
   1. Its the best
4. **Who others in your family including yourself is facing similar challenges?**
   1. I get headache if i dont drink enough water, slowly realised it is dehydration. Miraculously it helped. Healthify me helps me to take increase water intake. Sunday sometimes till noon we dont drink enough water when we go to church, so that i feel the difference.
   2. MIL gets UTI often and it prolongs. Drinking water helps.
5. **Walk me through the process of how you are currently solving the problem?**
   1. **Reminder.**
6. What extent will you go to solve this problem?
7. **how do you feel about your current solution?** **what is most frustrating about your current solution?**
8. If you could have things anyway you wanted, what would change?
   1. Making water drinking a interesting chore. Nimbu panni - but it requires effort to get it ready and keep it accessible. Buttermilk is one option. Coconut water. Non-artificial flavored drink will be good, but its not there.
   2. Actual drinking water is boring with the bland taste. Reminder is one thing, but it should become interesting.
   3. Every twenty mins using wash room with regular water drinking, is annoying and embarrassing but i do this thinking about getting headache
9. how would you feel if you had this improved solution? how would your day and your child's day change with this improved solution?
10. **if this solution were available in the market, would you buy/use it?** How much would you be willing to spend on a product like this?

Adults will be cautious to use this solution. But kids i dont think will follow. Healthify me gives reminder, but i sometimes i ignore it. May be sometimes i am in the meeting, so i ignore it. There was a gadget idea in philips, it will measure the weight of the remaining water in the device and calculate the amount of water you have consumed in a day. Refills are also accounted. Prototype was there. If i consider my family, only i might end up using it. I dont see my parents using it, my parents are not gadget driven. People on desk jobs, may do. My husband may not be enthusiastic about it. Even i may not continue for a long run.

Useful in winter conditions, to remind them pro-actively.

1. **What results do you expect to see after using this solution? In the first one week, in the next 6 months to 1 year?** 
   1. **If it is giving reminders properly, then it will be useful. Lot of ppl want to lead healthier lives**
2. Have you purchased a similar product before?
3. If you answered yes to the previous question, what are some improvements, additions you'd like it to have?
4. would you recommend this solution to others? why or why not?
   1. surely

Most of us are away from parents, and alone. If there is a device for helping them in getting alerts to you, that would be good. Only thing is that they have to remember to wear the device. How much elderly people will use it, is questionable.

Rajesh

Understand the demography of the parent and the child:

A. *33 years old, working professional. Has one son aged 5 currently attending online class(CBSE), previously kindergarten, yes they also recommend students to have water regularly, they will play a very active part and can influence.*

1. Can you tell us about how a typical day for your child is?

A. Wakes up along with me, doing yoga but he doesn’t do but is a part of of the group. He brushes his teeth and watches cartoons for 30 mins, and then engages with people. By 10 he gets ready for online class after getting bath. 1 hr class, assignments, by 11 he’ll come out and have lunch. Watches TV. 2:30 – bournvita. Play indoor games with grand parents, keeps pampering and spends time with everyone in family. 3:30 – evening tiffin. 4:00 – outdoor games, cycle , leisure time. 5:00 – enjoy nature in terrace. 6 – watches TV. 7:15 – dinner. Gets into mood to sleep. We try to make him sleep by 8-8:15

2. Do you have any concerns in a typical day? what are those concerns?

A. He wants us to spend more time with him, attention seeker, no other concerns otherwise. Need to spend time with him.

3. what do the kids do when they need to be hydrated?

A. He has the habit of asking for water, he asks for it or if he’s in a good mood he’ll get it himself. 5-6 glasses/day. If he doesn’t get water, he starts throwing tantrum asking for water. He takes care of his water needs.

4. Who reminds your child to drink water?

A. I do ask him after having food, or during other times, and he responds affirmatively.

5. What happens when they are at a place outside your influence?

A. Whenever I’m in my native’s place, he’s under my parent’s control. He’s very fond of the bottle, he carries it with him and drinks it whenever he’s thirsty.

6. **What happens when your child is not drinking enough water?** Do you find any behavior changes? **What if you fail to solve this problem?**

A. **Mostly he’ll have water, very rarely he misses drinking water**

**7.** **Who others in your family including yourself is facing similar challenges?**

**A.** None

**8.** **Walk me through the process of how you are currently solving the problem?**

9. What extent will you go to solve this problem?

A. I’ll make it a point to have water after food, regular intervals whenever people are sitting together, we’ll remind each other.

10. **how do you feel about your current solution?** **what is most frustrating about your current solution?**

A. Pretty happy

11. If you could have things anyway you wanted, what would change?

A. I’ll have 2 or more pots in the house, as I feel frustrated to fetch it from the RO when the pot is empty.

12. how would you feel if you had this improved solution? how would your day and your child's day change with this improved solution?

A. I feel it’s better to inculcate the habit and educate him than having a gadget given to him.

Other customer segments and problem scenarios

(to be used in case we need to pivot to a different customer segment)

1. Who reminds your elder parents, who reminds them to take their medicine? (the product is possible to cater to alert for medicine intake)

A. They do it themselves, or we remind them. I would encourage a product like this though.

1. Has there been a situation your child had fever and you got to know it late? – is it possible for this device to cater to this scenario?

A. I check his temperature frequently. When he was at mindseed(previous school), he had fever but didn’t have any other symptoms and so went to school. But they sent him back. Such a situation(asked in the question) hasn’t happened.

1. Are you worried about your elderly parents safety (on going for a walk, at home, at office, etc)

A. I’m in Mumbai and am very concerned if they’re taking care of themselves.

For people away from parents, this could be very useful, concerns will be alleviated.

13. **if this solution were available in the market, would you buy/use it?** How much would you be willing to spend on a product like this?

A. I’d be happy to have it for below Rs.2000

**14.** **What results do you expect to see after using this solution? In the first one week, in the next 6 months to 1 year?**

**A.** **I would expect my parents’ quality of life to be improved, but comfort and compatibility are important**

15. Have you purchased a similar product before?

A. No

16. If you answered yes to the previous question, what are some improvements, additions you'd like it to have? N/A

17. would you recommend this solution to others? why or why not?

Sure, awareness is very less IMO. Lot of people don’t tend to think about this aspect. I feel this is an essential commodity. My kid is informative, but not every kid will be like this. This could be a very welcome suggestion.