

Define CS, fit into	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  Children of age 8 to 14	<b>6. CUSTOMER</b> <span>CC</span>  The literature shows that location tracking devices are available in the market, but it does not provide the complete solution to the problem.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span>  A system developed using LinkIt ONE board programmed in embedded C and interfaced with temperature, heartbeat, touch sensors and also GPS, GSM & digital camera modules that automatically alerts the parent/caretaker by sending SMS, when immediate attention is required for the child during emergency. If any abnormal values are read by the sensor, then an SMS is sent to the parents mobile and an MMS indicating an image captured by the serial camera is also sent. Parental android app is developed to manage and track the device anytime. Smart gadget device is always connected to parental phone which can receive and make phone calls and also receive SMS on gadget via GSM module.	Explore AS,
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span>  The GPS coordinates of the child will be sent to the IBM IoT platform. Location can be viewed in the Web Application. The web application will check if the child is inside or outside the geofence. Notifies the parents if the child goes out of the geofence. A parent can create a geofence in the web application.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span>  The safety and security of children is a major problem in the current era. The children are too young to take care of themselves. We cannot monitor the children at all times in school, play area, and outside place.	<b>7. BEHAVIOUR</b> <span>BE</span>  They can simply leave their children in school or parks and create a geofence around the particular location. By continuously checking the child's location notifications will be generated if the child crosses the geofence. Notifications will be sent according to the child's location to their parents or caretakers. The entire location data will be stored in the database.	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span>  Fear of their child being kidnapped or getting lost triggers most of the parents to ensure the safety of their children.	<b>10. YOUR SOLUTION</b> <span>SL</span>  To enable tracking of the child's location and capturing of data remotely such as temperature, pulse, respiratory rate, quality of sleep and many more. To show the child's actual data with reference values. To enable sending of notification if the child is out of location or when the device realizes abnormal conditions/situations. To trigger the alarm and enable automatic video recording whenever the emergency button is pressed. Then, emergency notification along with real-time video will be sent to and display in the parents' mobile apps. To develop a prototype of IoT wearable smart band connected to parents' mobile apps so they can monitor the actual condition of children at anytime and anyplace.	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span>  <b>8.1 Online:</b> Parents can track their child activity via internet.  <b>8.2 Offline:</b> If the child activity seems to be suspicious, parents can take offline actions and get rid of the threats.	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span>  Before: Fear of child threats. After: Children and their parents feel secure using our gadget.			