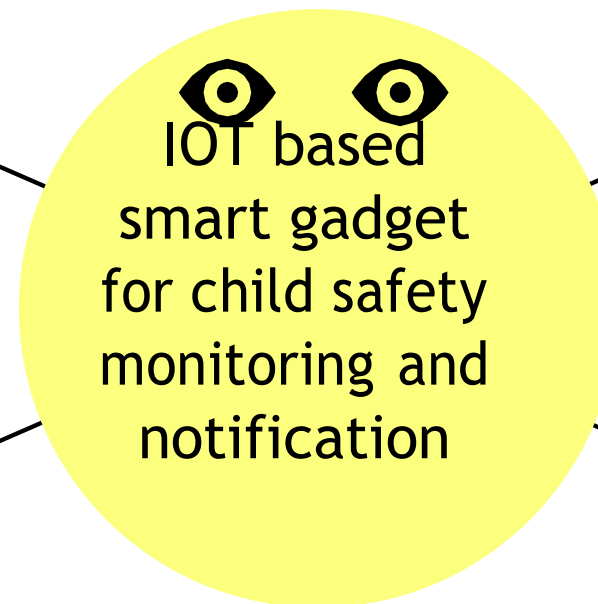


# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



Practical application of the device

Safety for a child

Ensures child safety

Easy to access

Tracking the child's location is easy

Handy gadget



Live data is stored

Alert parents when there is danger

A secure feel

GPS is used to locate children

Portable



Protection

A boon to children



## What do they HEAR?

what friends say  
what boss say  
what influencers say



## What do they SEE?

environment  
friends  
what the market offers

Widely useable gadget by most of the people

Safety of the child is increased

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

## PAIN

fears  
frustrations  
obstacles

Poor network quality

Battery issues

Accuracy

## GAIN

"wants" / needs  
measures of success  
obstacles

Required action can be taken

Reduce insecurity

Reduce the risk of danger

Gives accurate data