



What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

**what
about
child's
location**

**Is she safe
in the
school?**

**stay safe
in
geofence**

**Physical
location of
the child**

**Notification
from
Tracker**

What do they
SEE?
environment
friends
what the market offers

Satisfaction

Awareness

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

**In case of
emergency,
go to child's
location**

**Wearable
device**

**Monitoring
continuously**

What do they
HEAR?
what friends say
what boss say
what influencers say

Protectable

**stating
current
location**

**Portable
use**

Notification

PAIN
fears
frustrations
obstacles

**Can't watch
the child's
location**

**Loss of
gadget**

**Increasing
the safety**

GAIN
"wants" / needs
measures of success
obstacles

Safety

**live
location
tracker**

**Accurate
location**