



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

To ensure
the child
safety

Quality of
the device
to be known

Monitor
child where
ever they
are

Affordable
cheap price
and good
quality

User
friendly

What do they SEE?

environment
friends
what the market offers

It creates
safer
environment

Prevent
from bad
habits

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Location and
child activities
are monitored
24/7

Freedom of
the child is
not affected

Wearable
one for
monitoring
the child

What do they HEAR?

what friends say
what boss say
what influencers say

Worthy
device for
child safety

Smart
device for
child safety

PAIN

fears
frustrations
obstacles

If device is
lost,It will
affect safety
of child

If signal is
low,will cause
interruption in
monitoring

If device is
damaged,can't
ensure child
safety

GAIN

"wants" / needs
measures of success
obstacles

With help of
pulse monitor
we can know if
child in panic
situation

Makes
parents feels
safe about
their child

Looks like an
ordinary device,so
can't be identified
it is a monitoring
device by
outsiders