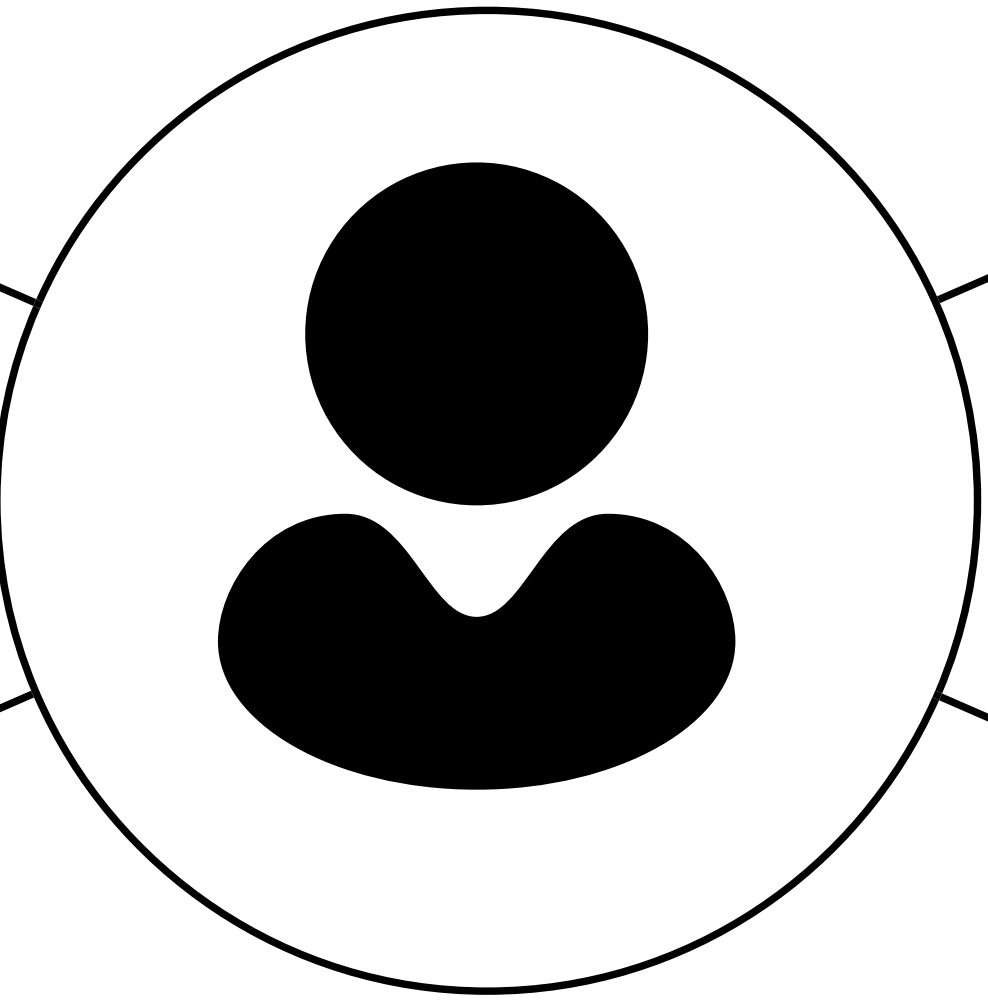


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

Too Much Caring Can Result In Loss Of Self Confidence

Children Deserve A Freedom To Roam And Explore

Parents Lose Track Of Child's Activities

Risk Of Losing The Child In Public Places

Parents Are Always Worried Of Their Child

Children Can't Be Left Alone

What do they
SEE?

environment
friends
what the market offers

Children Are Prone To Danger

More Child Friendly Gadgets Are Available But Costly

People Lose Sight Of Their Children In The Busy World

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Children Lose Their Freedom To Explore

Babysitting A Child Has Become A Common Thing

Children Always Need A CareTaker

PAIN

fears
frustrations
obstacles

People Are Not Ready To Adapt To Techno World

Parents Prefer To Manual Aid Rather Than Trusting Gadgets

Investing On IOT Requires More Knowledge

GAIN

"wants" / needs
measures of success
obstacles

Need Real-Time Proving Evidence

Make People Realize The Good Impact Of Such Gadgets

Educate People With IOT Related Stuffs