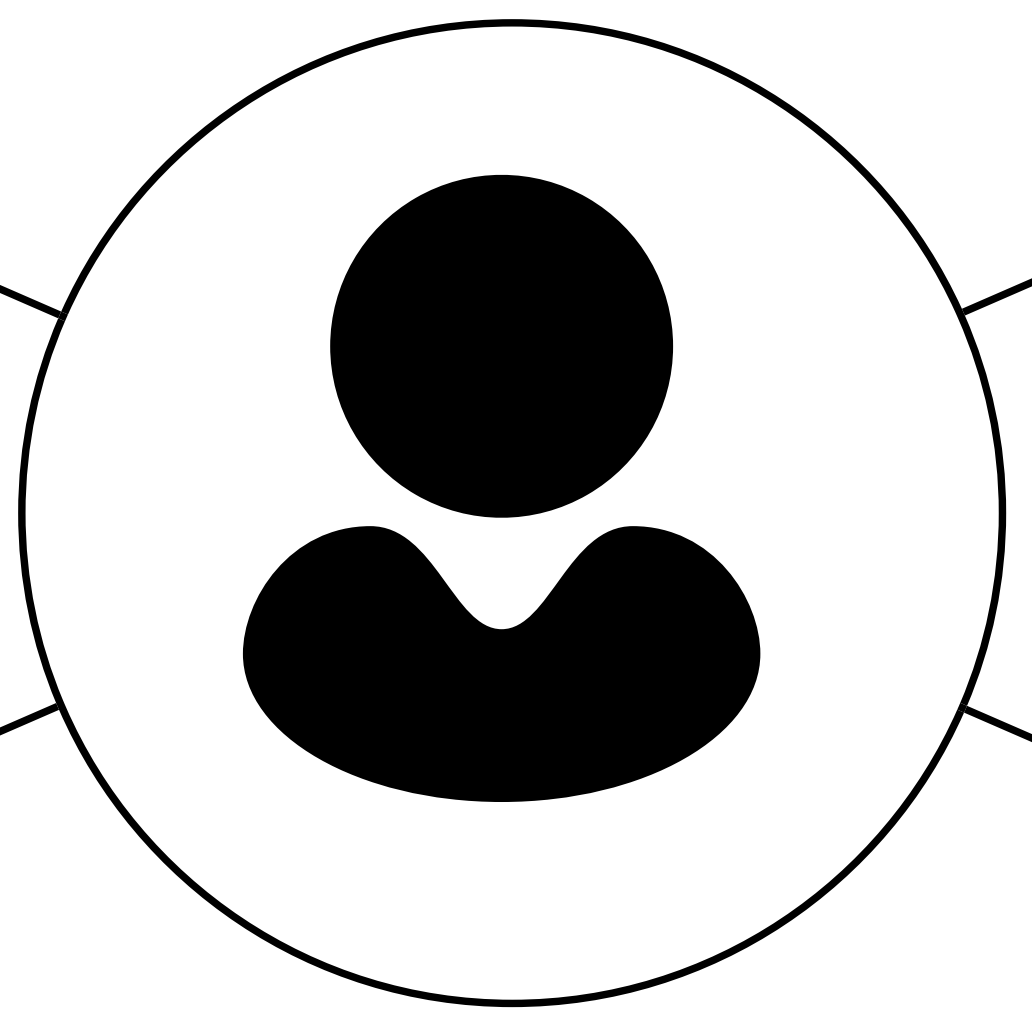


*What do they*  
**THINK AND FEEL?**  
what really counts  
major preoccupations  
worries & aspirations

- Get location of the child
- Safety of the Children
- Secure and Safe

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

- What happen if tracking system disconnected?
- How much durability?
- How much usability in future?



- High Quality detection process
- Device is portable
- Better and efficient design

*What do they*  
**SEE?**  
environment  
friends  
what the market offers

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

- Save child before danger situations
- Performance is efficient
- Suitable and Reasonable cost

**PAIN**  
fears  
frustrations  
obstacles

- Battery losing is low
- Low life span of device
- Low device connectivity- Network Connection

**GAIN**  
"wants" / needs  
measures of success  
obstacles

- Easy to locate children
- Prevent life of children
- Parent can monitor children continuously