

Anxious

Search
forthe
child

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Scared and
nervous

Passerby
comments

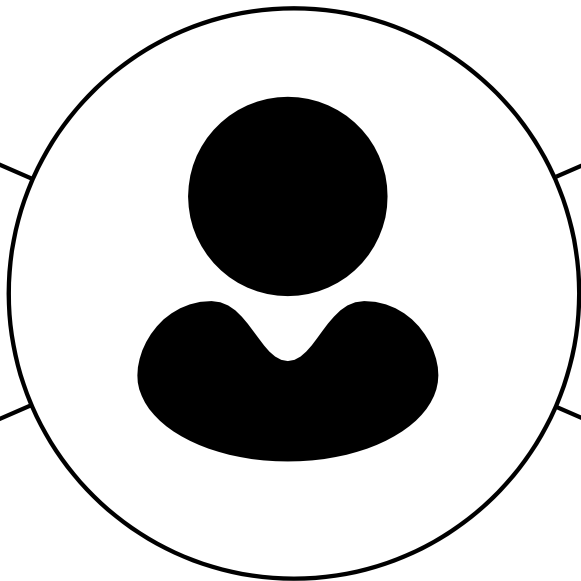
Question
nearby
authorities

What do they
SEE?

environment
friends
what the market offers

Chiding from
friendsand
family

Advice from
strangers



Ask the
whereabou
tsfrom
passerby

Keep an
eyeon the
childs
location

I want to
know
whether
mychild is
safeor not

What do they
HEAR?

what friends say
what boss say
what influencers say

I want to
know my
child's
whereabouts

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

I want my
parent to
know my
whereabout
s

TEAM ID:
PNT2022TMID51566

PAIN

fears
frustrations
obstacles

Guilt for
losing the
child

Worry and
fear for the
child

Worried for
the child

GAIN

"wants" / needs
measures of success
obstacles

Stress and
pressure
from
family

Ability to
multitask

Greater
peace and
satisfactio
n