



## *What do they* **THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

Anxious

Scared and  
nervous

Worried for  
the child

Search for  
the child

Keep an eye  
on the childs  
location

Question  
nearby  
authorities

Ask the  
whereabouts  
from  
passerby

## *What do they* **SEE?**

environment  
friends  
what the market offers

## *What do they* **SAY AND DO?**

attitude in public  
appearance  
behavior towards others

I want to  
know  
whether my  
child is safe  
or not

I want to  
know my  
child's  
whereabouts

I want my  
parent to  
know my  
whereabouts

Advice from  
strangers

Chiding  
from friends  
and family

Passerby  
comments

## *What do they* **HEAR?**

what friends say  
what boss say  
what influencers say

## **PAIN**

fears  
frustrations  
obstacles

Stress and  
pressure  
from family

Guilt for  
losing the  
child

Worry and  
fear for the  
child

## **GAIN**

"wants" / needs  
measures of success  
obstacles

Greater  
peace and  
satisfaction

Contentment

Ability to  
multitask