

Empathy Map Canvas

IoT Based Safety Gadget for Child Safety Monitoring & Notification

What do they HEAR?

what friends say
what boss say
what influencers say

Is the device
easily
adaptable to
changes

Location of
the kids can
be traced if
they are
missing

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Gives
complete
freedom for
children

Can be used
for specially
disabled
children

The reduction
of child
abduction by
ensuring safety

Ensures that
both child
and parent
are
comfortable

Location of
child can be
guaranteed
24/7

What do they SEE?

environment
friends
what the market offers

Simple and
user friendly
device

Sleek user
interface

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Does the
battery power
last long
enough?

Is it
waterproof?

How is it
different from
other devices
in market?

What is its
longevity

Is it budget
friendly?

How does
monitoring
ensures the
safety of
child?

PAIN

fears
frustrations
obstacles

How will the data
be protected?
Steps to ensure
Data Privacy?

Not much
knowledge
about IOT,
technologies
used

Tracking
becomes
difficult during
network issues

Unable to
visualize
implementation
for differently
abled children

GAIN

"wants" / needs
measures of success
obstacles

Parents can
monitor their
child
remotely

Available
around the
clock

Decrease in
the child
abduction
rate

Increases
the safety
of the child

Easily
usable for
children

Share your feedback