Empathy Map Canvas
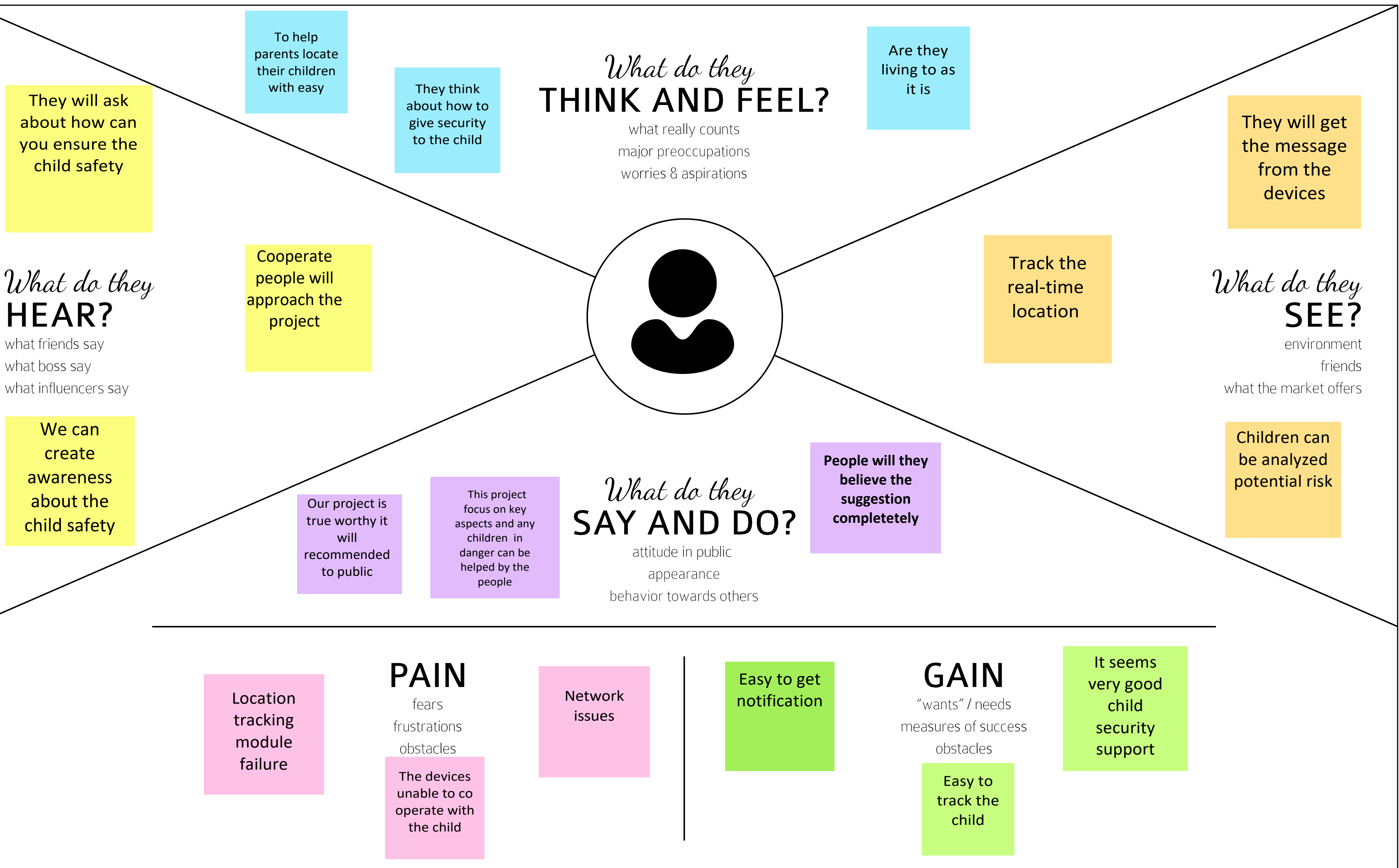
Gain insight and understanding on solving customer problems.

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To help parents locate their children with easy

They think about how to give security to the child

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

Are they living to as it is

They will get the message from the devices

They will ask about how can you ensure the child safety

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

Cooperate people will approach the project

Track the real-time location

What do they SEE?
environment
friends
what the market offers

We can create awareness about the child safety

Children can be analyzed potential risk

Our project is true worthy it will recommended to public

This project focus on key aspects and any children in danger can be helped by the people

People will they believe the suggestion completetely

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

Share your feedback

Location tracking module failure

PAIN
fears
frustrations
obstacles

The devices unable to co operate with the child

Network issues

Easy to get notification

GAIN
"wants" / needs
measures of success
obstacles

It seems very good child security support

Easy to track the child