

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

what really counts  
major preoccupations  
worries & aspirations

Whether the  
data is  
accurate and  
up-to-date ?

Is there is a  
privacy for  
my user  
data ?

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

An alert will be  
shown if the  
user is in the  
containment  
zone

Shows  
suggestion  
when they  
are in the  
Zone



The number  
of people  
affected in the  
particular area

Whether  
they are in  
containment  
zone or not.

*What do they*  
**SEE?**

environment  
friends  
what the market offers

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

attitude in public  
appearance  
behavior towards others

Warning  
Message will be  
received when u  
enter  
containment  
zone

Ask's for GPS  
permission for  
tracking the  
location of the  
user

**PAIN**

fears  
frustrations  
obstacles

Proper alert  
message on  
time.

Location  
must be  
precise

Continously  
running on  
background

**GAIN**

"wants" / needs  
measures of success  
obstacles

Accurate  
location tracking  
helps in user not  
trespassing the  
zone

Saves life  
at perfect  
time.

Live  
monitoring of  
Covid -19  
affected  
areas