



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

To ensure  
the child  
safety

Quality of  
the device  
to be known

Monitor  
child where  
ever they  
are

Affordable  
cheap price  
and good  
quality

User  
friendly

## What do they SEE?

environment  
friends  
what the market offers

It creates  
safer  
environment

Prevent  
from bad  
habits

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Location and  
child activities  
are monitored  
24/7

Freedom of  
the child is  
not affected

Wearable  
one for  
monitoring  
the child

## What do they HEAR?

what friends say  
what boss say  
what influencers say

Worthy  
device for  
child safety

Smart  
device for  
child safety

## PAIN

fears  
frustrations  
obstacles

If device is  
lost,It will  
affect safety  
of child

If signal is  
low,will cause  
interruption in  
monitoring

If device is  
damaged,can't  
ensure child  
safety

## GAIN

"wants" / needs  
measures of success  
obstacles

With help of  
pulse monitor  
we can know if  
child in panic  
situation

Makes  
parents feels  
safe about  
their child

Looks like an  
ordinary device,so  
can't be identified  
it is a monitoring  
device by  
outsiders