



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Quality of  
the device  
to be known

Monitors  
child where  
ever they  
are

Cheap  
price with  
good  
quality.

## SEE?

environment  
friends  
what the market offers

Easily  
accessible

Safe  
environment  
is ensured

Bad habits  
can be  
prevented.

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Freedom  
of the  
children is  
not  
affected

To ensure  
the child  
safety

Wearable  
one for  
monitoring  
the child

Activities  
of child and  
the location  
are monitored  
24/7

exemplary  
device for  
child safety

## What do they HEAR?

what friends say  
what boss say  
what influencers say

smart  
device for  
child safety

## PAIN

fears  
frustrations  
obstacles

## GAIN

"wants" / needs  
measures of success  
obstacles

If device is  
bygone,then  
it becomes  
difficult to  
monitor

Interruption in  
monitoring  
happens if the  
signal  
becomes weak

If there is any  
fault in the  
device then it  
does not  
monitor.

Another  
monitor can be  
added ,so that  
it records the  
pulse of the  
child for safety

Efficiency is  
very  
important so  
that parents  
be stress free

It should be  
differentiated  
from other  
monitoring  
devices.