



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

what really counts  
major preoccupations  
worries & aspirations

- What if the alerting message is not sent at the correct time.
- What if there is a false alerting message

- This application saved me from going into containment zone
- This application helps to track containment zones
- Proper alerting message saved my life.

- Alerting Message
- Containment Zone Areas
- Tracking individual's Location

*What do they*  
**SEE?**

environment  
friends  
what the market offers

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

attitude in public  
appearance  
behavior towards others

- Message will be received when you moved into containment zone
- Track your location accurately
- Store the containment zone information

**PAIN**

fears  
frustrations  
obstacles

- Alerting message must be sent in proper time
- Tracking location must be accurate
- Exact Containment zone details must be stored

**GAIN**

“wants” / needs  
measures of success  
obstacles

- Perfect Message at perfect time could save them from danger
- Tracking individuals location must be accurate
- Proper display of locations using Geo Maps for users

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say