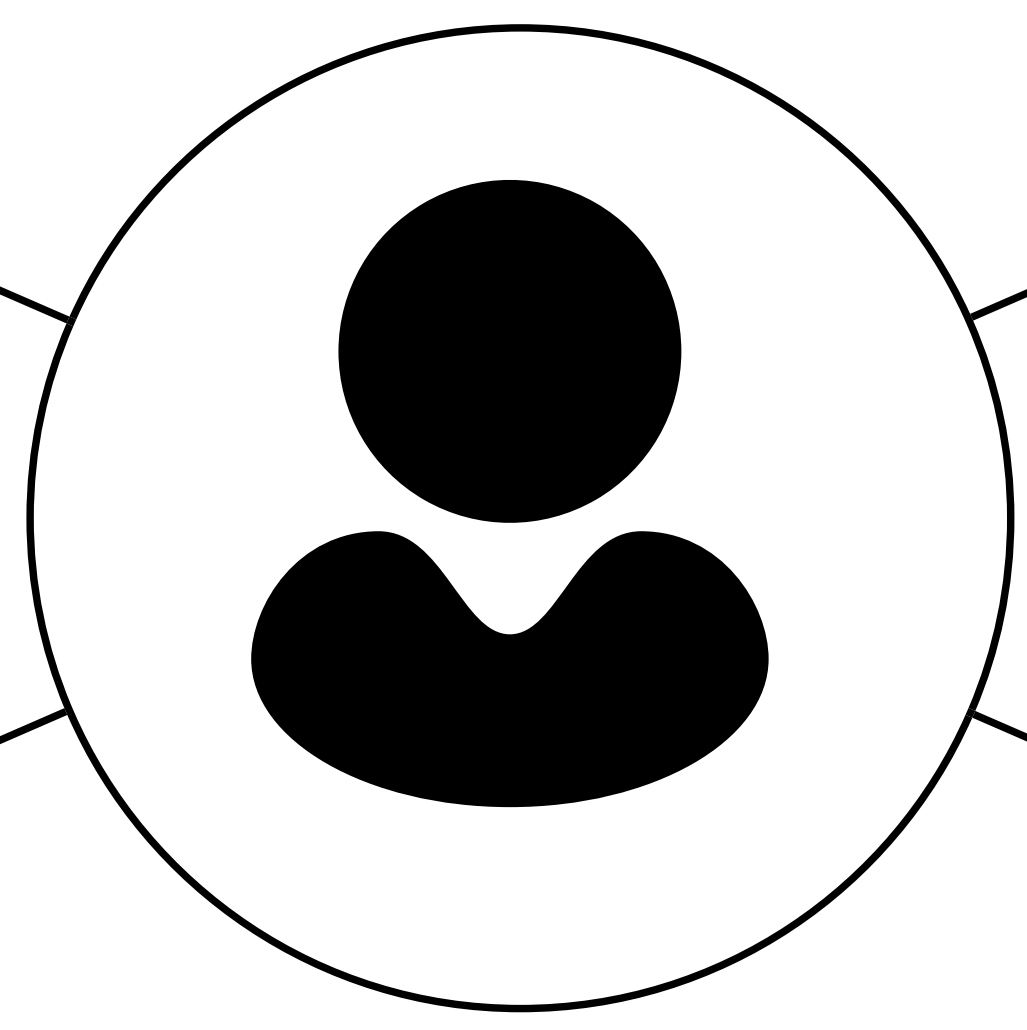


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Doesn't know the child location
- Not possible to be always going with child
- Afraid of missing the child

- If the internet connection is failed cant able to connect with parent device
- Should able to monitor each second
- Should share the latest location even internet losed

- Watching the location of the child
- Geofence is created to monitor the child location
- Precise location is shared with the parent

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Need a IOT device connecting application
- Need more precise
- Sufficient data about the location

PAIN

fears
frustrations
obstacles

- Child missing
- Not paying attention towards child
- Lack of knowledge about the device

GAIN

"wants" / needs
measures of success
obstacles

- More safety and Reliability
- Precise location is identified
- Accuracy is not good and internet connection is needed

failed can't able
to connect with
parent device

to monitor
each second

location even
internet losed

of the child

child location

the parent

wh

What do they **SAY AND DO?**

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know the
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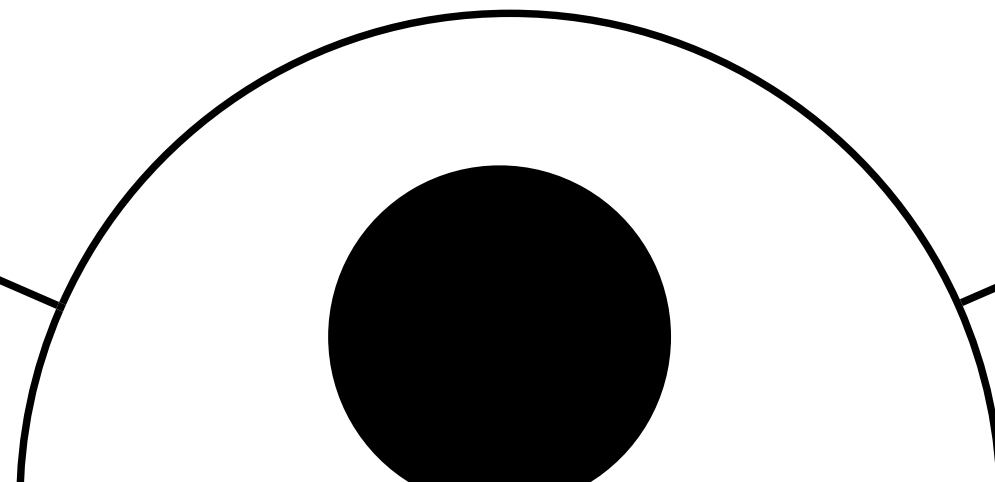
Afraid of
missing the
child

What do they **THINK AND FEEL?**

what really counts
major preoccupations
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If the internet

Should share



Watching

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