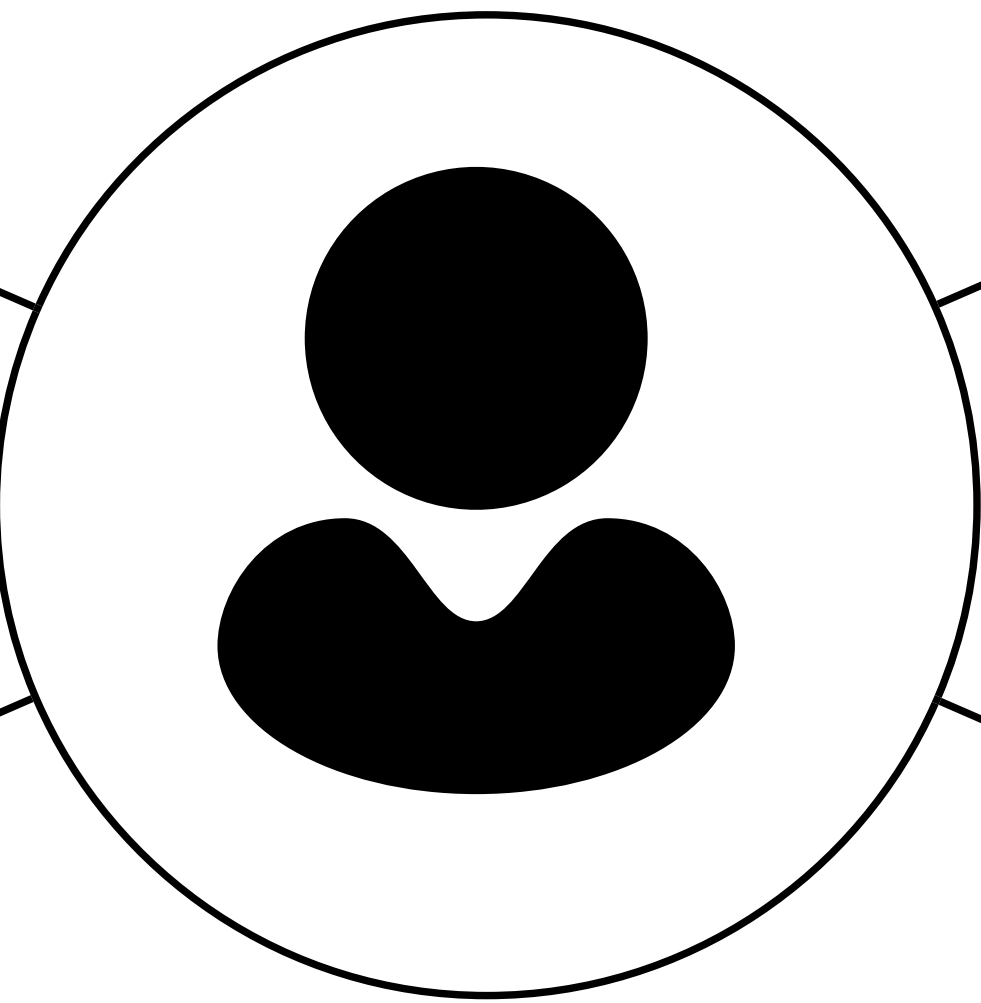


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

- Kids can go out and come home safely
- the location of the kids can be tracked in case of their missing
- parents feel free to send their kids out

- As the exact location is tracked, it becomes easy to find the missed child out in the crowd
- Child safety device is the most usefeul gadget
- it protects children from kidnapping

- Child Safety at home is about supervision, a safe environment
- Safety device can act as a smart device
- wearable tech is expensive

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- The device is made into a band and it is placed in child's wrist
- rescue kids in a risk environment and provide an important assistance, giving children and parents an additional sense of security.
- It shares the current location of the child to his/her parents

PAIN

fears
frustrations
obstacles

- Technical Defficulties
- Poor Data Quality
- Unfationable Design of the Device

GAIN

"wants" / needs
measures of success
obstacles

- Lighter Wearable Tech is Convenient
- Track Our location
- This device is to help parents locate their children with ease