



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

what really counts  
major preoccupations  
worries & aspirations

## *What do they* **SEE?**

environment  
friends  
what the market offers

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

attitude in public  
appearance  
behavior towards others

## **PAIN**

fears  
frustrations  
obstacles

## **GAIN**

“wants” / needs  
measures of success  
obstacles

Whether this work without any failure

The accessing is easy or not

Can this really keep the baby safe

Is it recommended by other parents ?

A necessity for working women !!

A smart IoT device for child safety and tracking

This device is of less equipment & less energy consumption.

The monitoring is done using various sensors, GPS, GSM, etc.

## *What do they* **HEAR?**

what friends say  
what boss say  
what influencers say

Do company superiors like to sponsor this device ?

To show the child's actual data with reference values.

It works only when the child is stressed

Expectations for the child's satisfaction.

Whether it is easily breakable

Will it spoils the children's privacy

The error in any one of the configuration must not affect the whole system

Easy availability and affordability

Short response time and high accuracy

Guarantees peace of mind for parents