What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- they may think how many hours will this device work?
- they might think how fast this device would notify them?
- will this device really notify about the temperature of their children places?

What do they HEAR?
what friends say
what boss say
what influencers say

- this device can help them to monitor their children
- it can check the children temperature and checks their body condition
- it causes no harm to their children

What do they SEE?
environment
friends
what the market offers

- it might be useful for them to monitor their children
- user friendly device don't have to specifically know anything about how to handle the device
- whether it causes any harm to their children

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- they ask will this device monitor their children safety
- check for the review about the device
- whether it has any hacking issues

PAIN
fears
frustrations
obstacles

- the child could not produce the exact alert command alert command during a panic condition
- the command produced may not match with the previously stored command
- this project requires manual intervention

GAIN
"wants" / needs
measures of success
obstacles

- we can easily monitor the child wherever they go, so parents won't be concern about their children
- suppose if any children lost their way out we can track them without getting any help from cops
- having temperature sensor in this device we will be notified about the temperature of their place they are roaming

PROBLEM STATEMENT

Vignesh
_____ is a/an 12year old boy
_____

user name   user characteristics

who needs   Continuous monitoring
_____

user need

because   he is a child having no sense of direction
_____.

insight

PROBLEM STATEMENT

Akash _____ is a/an Parent who works in a IT company _____
            user name   user characteristics

who needs   To monitor his children _____
                                      user need

because   Doesn't have time to watch over their children _____.
                                      insight

PROBLEM STATEMENT

Murugan
_____ is a/an Driver
_____

user name   user characteristics

who needs   Monitor his child
_____

user need

because   Doesn't have time to watch over their children
_____.

insight

PROBLEM STATEMENT

Surya _____ is a/an _Night shift worker in a chocolate factory_ _____

user name   user characteristics

who needs   To Monitor his child _____

                                                    user need

because   Doesn't have time to watch over their children _____.

                                                    insight