

THINK & FEEL

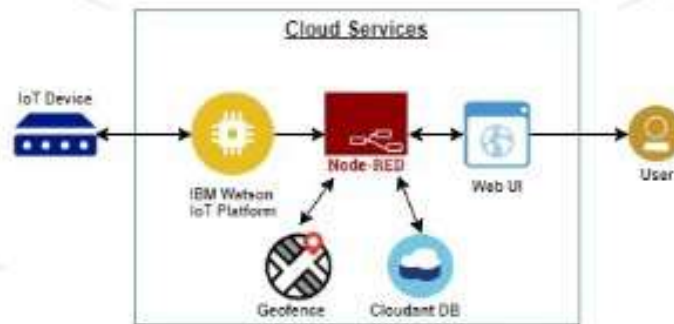
Beliefs
Inspiration
Worry Points

HEAR

Media Engagement
Review
Recommendations

SEE

Environment
Market Changes
Views for Product



IoT Based Safety Gadget for Child
Safety Monitoring & Notification

SAY & DO

PAIN

Frustrations
Challenges Problems

GAIN

What user wants
to achieve?