



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

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

Best for
working
parents

Keeps
them in
safety
zones

Applicable in
crowded
places

Takes good
care of
children

SOS light with
distress alarm
buzzer

Surrounding
temperature

Real time
location

Health and
activity
tracking

Ability to alert the
bystanders near
the child

Benefits for
children under
age group 10

It ensures the
safety from
strangers

It allows
parents to
locate and
monitor their
children

There is no
privacy

Safety can be
ensured

Location cannot be
detected if not
worn by children

High cost but
once
implemented
expenses can be
reduced

Technical
difficulties

Poor data
quality

Privacy
issue

Staying
connected

Data
accuracy

Efficiency

It can be
used in
mobile
phones