



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

It will be
future child
innovative
gadget

Our gadget may
help to
Paediatrician for
better
experience of
monitoring

Child cross
the location
fastly go
notification

Parents mind
will be free
child location
see in our
mobile

Its advance
level of child
safety

Its most
important for
women's an
child

What do they SEE?

environment
friends
what the market offers

Its
monitering
child
location

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Gadget
should be
affordable.

Gadget
should be in
minimum
size.

Storage of
data should
be
specified.

Accuracy
rate should
be high.

Long range
information
transmission.

This gadget
can be easily
modified
based on their
demand.

Accuracy may
differ but
prediction lev
but be
approximate.

This is the
next level of
safety
monitoring
gadget.

This is a medico
concept project
to this demand
so far.

It is mandatory
in future for
unpredictable
child cases

Advance
features can
also installed
based on their
requirements

This gonna
notify early to
the parents but
the child meet
harmful situation

What do they HEAR?

what friends say
what boss say
what influencers say

In future this
gadget may
plays a routine
role of all
children

PAIN

fears
frustrations
obstacles

The gadget
battery is
dry not use

Its minimum 2
or 3 days only
charger
capacity in
battery

The gadget is
miss the child
location is
miss

Cross the
range got
only
notification

Its short
range

GAIN

"wants" / needs
measures of success
obstacles

Reading
accuracy
rate will be
high

Range of
monitoring
is optimistic

Information
storage will
be short
period.

Power
usage will
be
optimistic.

Easily
modified