



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Reduce
stress and
depression

Reduce
mandatory
work

Practically
sustainable

Search for
location
of child

Keep an eye
on the
child's
health
condition

Usage of
advanced
technology

What do they SEE?

environment
friends
what the market offers

Fast
monitoring of
child

I put effort
in taking
care of
child

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

I want to
experiment
how the
device really
works

I want my
parent to
know my
whereabouts

People's
"wow"
reaction
about
device

Advanced
monitoring
of child

Future
plans to
improve
safety
measures

What do they HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

Stress and
pressure
from family

Guilt for
losing the
child

Worry and
fear for the
child

GAIN

"wants" / needs
measures of success
obstacles

Greater
peace and
satisfaction

Contentment

Ability to
multitask