

What do they HEAR?

what friends say
what boss say
what influencers say

Advanced monitoring of child

Future plans to improve safety measures

Practically sustainable

Reduce mandatory work

People's "wow" reaction about device

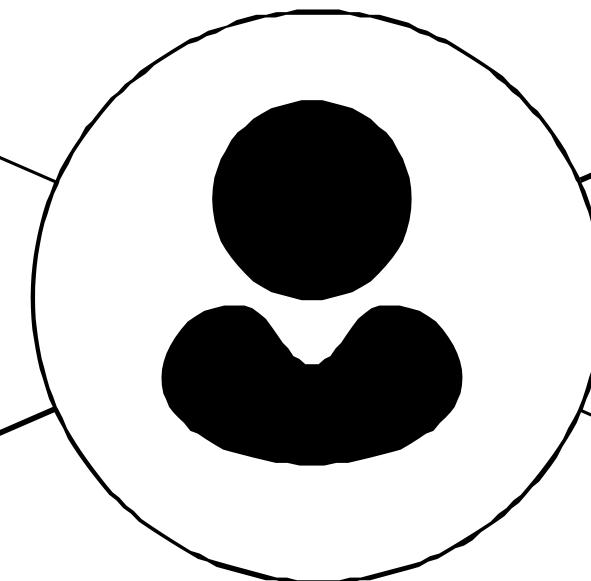
What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Reduce stress and depression

Keep an eye on the child's health condition

Search for location of child



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

I want my parent to know my whereabouts

I put effort in taking care of child

I want to experiment how the device really works

Worry and fear for the child

Guilt for losing the child

PAIN

fears
frustrations
obstacles

Stress and pressure from family

Ability to multitask

GAIN

"wants" / needs
measures of success
obstacles

Greater peace and satisfaction

Contentment

What do they SEE?

environment
friends
what the market offers