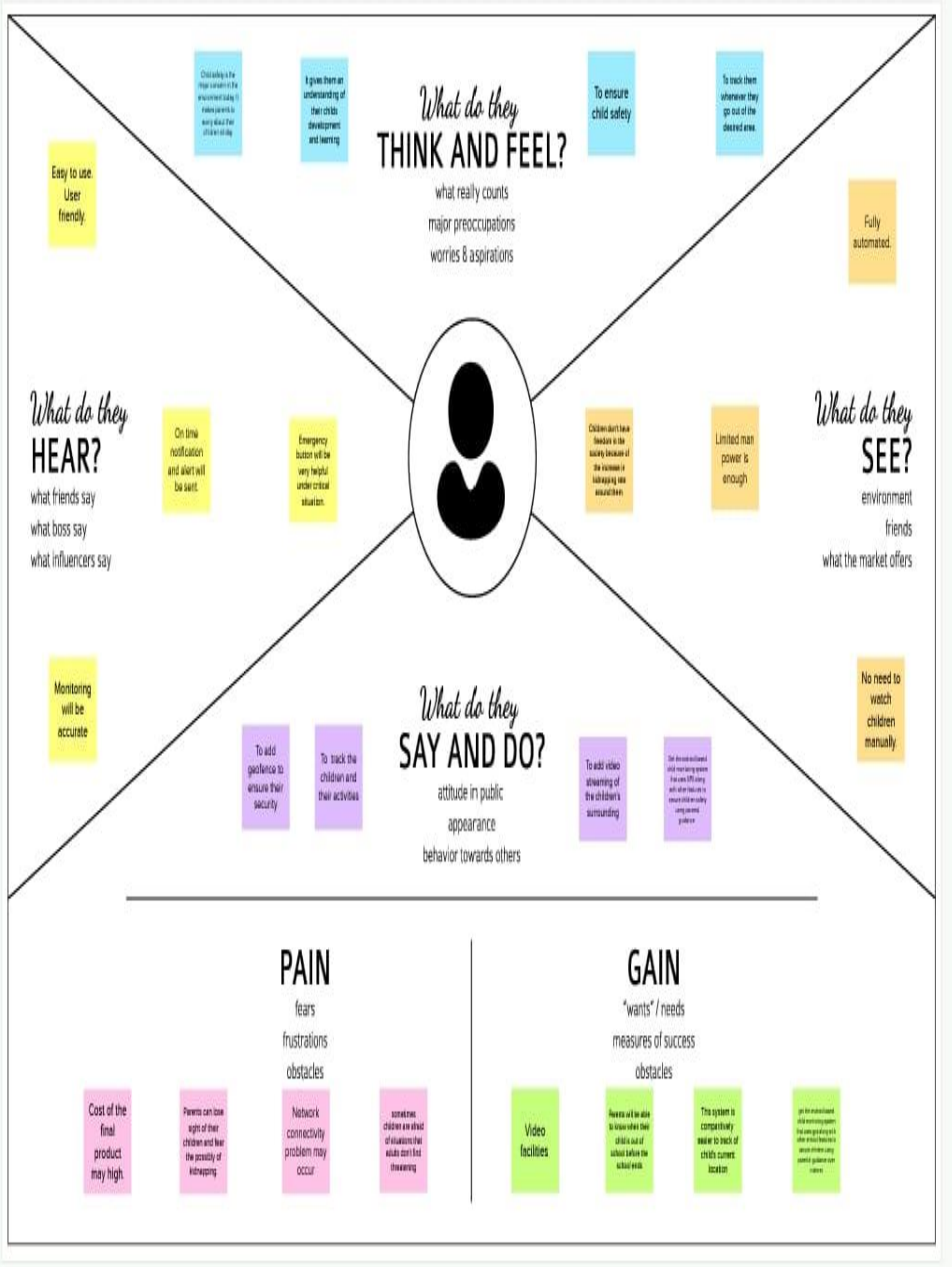
IDEATION PHASE

EMPATHY MAP



What do they THINK AND FEEL?
what really counts
major preoccupations
worries 8 aspirations

It gives them an understanding of their childs development and learning
To ensure child safety
To track them whenever they go out of the desired area.
Easy to use. User friendly.
Fully automated.

What do they HEAR?
what friends say
what boss say
what influencers say

On time notification and alert will be sent.
Emergency button will be very helpful under critical situation.
Monitoring will be accurate

What do they SEE?
environment
friends
what the market offers

Children don't have freedom in the society because of the increase in kidnapping rate around them
Limited man power is enough
No need to watch children manually.

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

To add geofence to ensure their security
To track the children and their activities
To add video streaming of the children's surrounding

PAIN
fears
frustrations
obstacles

Cost of the final product may high.
Parents can lose sight of their children and fear the possibly of kidnapping.
Network connectivity problem may occur
sometimes children are afraid of situations that adults don't find threatening

GAIN
"wants" / needs
measures of success
obstacles

Video facilities
Parents will be able to know when their child is out of school before the school ends.
This system is comparatively easier to track of child's current location