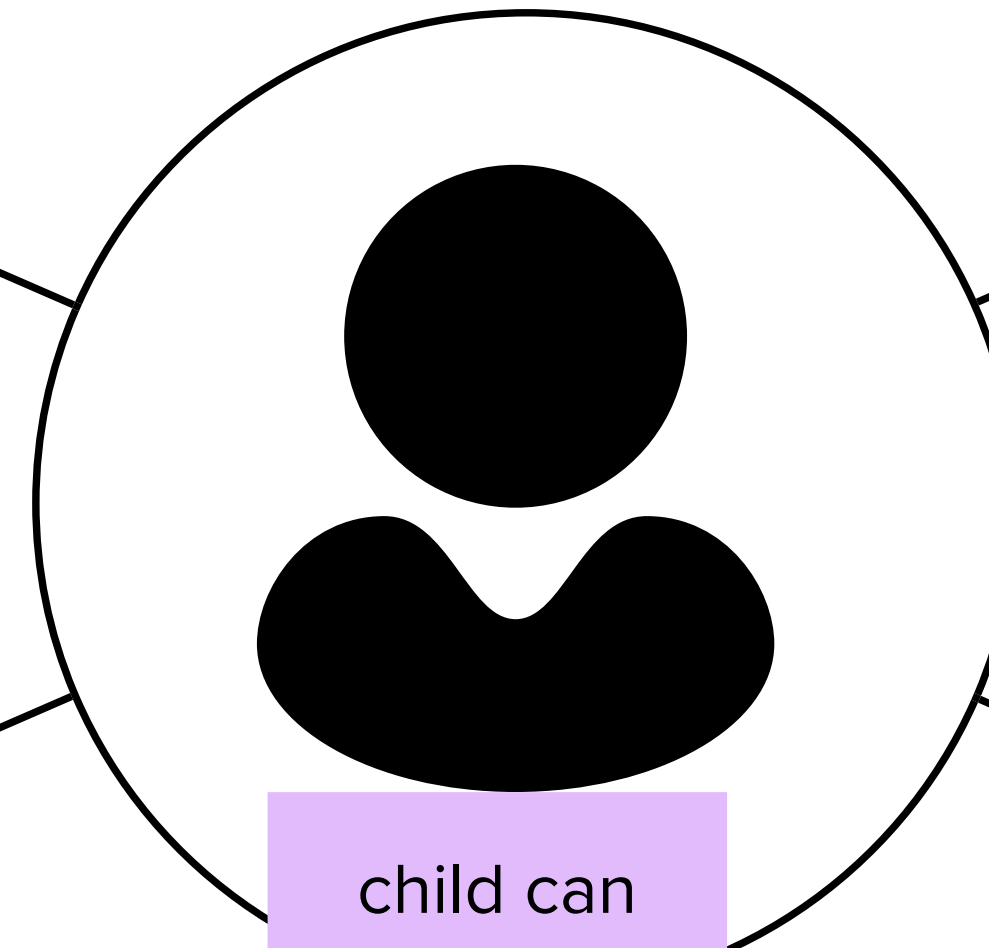


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



child can  
also initiate  
emergency  
notification

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

whether the  
child is  
within the  
specific  
location

Ensure the  
child safety

Notify the  
parent when  
the child is  
outside the  
location

Provides the  
exact  
location

notify when  
the child  
moves out of  
the specific  
location

To track  
child  
location

Fear of  
kidnapping

Worried  
about the  
child's  
condition

Usage of  
GPS  
technology

Has a real  
time  
tracking

Visited  
location data  
will be stored  
in database

Hire a guard

Monitoring  
the child

**PAIN**

fears  
frustrations  
obstacles

Gadget Size  
is large

Wearable  
gadgets are  
expensive

**GAIN**

"wants" / needs  
measures of success  
obstacles

Can track  
the child's  
location

Best for  
working  
parents