



What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations

Ensure child
safety

Child in the
respective
location

Worried
about the
child
condition

Fear of
Kidnapping

GPS
technology

Child's
location
every time

Location of
child where
him/her gone
and going

What do they **SEE?**

environment
friends
what the market offers

What do they **SAY AND DO?**

attitude in public
appearance
behavior towards others

Can create
Geo-fence

Monitor the
child

Aware about
child

What do they **HEAR?**

what friends say
what boss say
what influencers say

It provide
exact
location

Notify if they
cross the
Geo-fence

Create
Geo-fence

PAIN

fears
frustrations
obstacles

It need to
be charge
every time

It may
expensive

Gadget may
be fell down

GAIN

"wants" / needs
measures of success
obstacles

Avoid the
child from
disappearing

For child
panic button
was
available

Good product
for guardian/
Parent to track