Ideation Phase
Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID47370
Project Name	Project - IoT Based Smart Gadgets For Child Safety Monitoring And Notification
Maximum Marks	4 Marks

Empathy Map

Dive into the mind of the user for focused product development

● Build empathy and keep your focus on the user by putting yourself in their shoes.

SAY AND DO

Attitude in public appearance behavior towards other

Distress alarm buzzer

Parents get to know about the location of their children and ensure safety

if the usual location of the children varies parents are notified immediately

Guarantees peace of mind to parents

THINK AND FEEL

What really counts major preoccupations worries and aspirations.

Is the device is practical and protable?

In case of any malfunction device can be rectified?

Is it easy to access?

Is the product last for years?

Says

Thinks

IoT based smart gadget for children safety monitoring and notification

Does

Feels

SEE

Environment friends what the market offers.

Unusual weather condition

Not for profit, for people

User friendly product

PAIN

Fears Frustration Obstacles

Poor network quality

Improper installation

Constrained power resource

HEAR

What friends say   What boss say What influencer say

Make us feel understood

Safer to get rid of something one didn't understand

Promotes to identify the target

GAIN

"Wants"/needs measures of success obstacles.

Tracking made easy

Prevents abduction

Minimises the risk of abuse and exploitation

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