

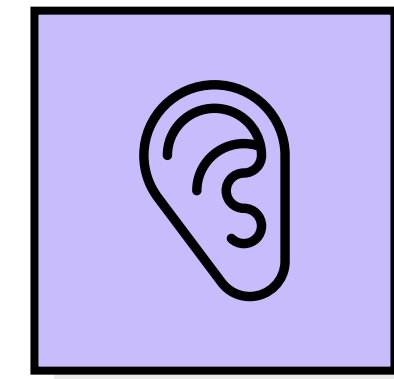
WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

It sends notification to parents when the child crosses the given range of location

The parents who care about the safety of their children

Used when the child is in the danger zone.



What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Can't trust the society

There is a probability that the child may lose its path

Kids are been kidnapped for money and for organs

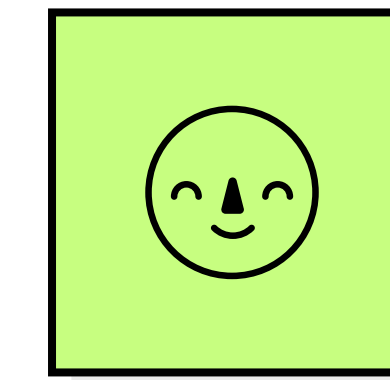
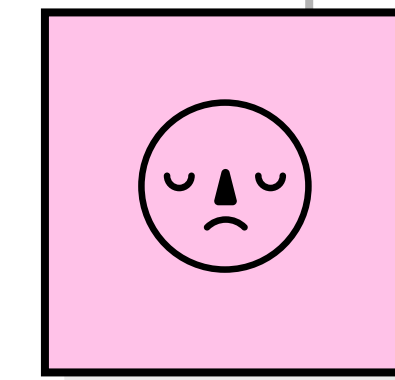
Safety of children is important

GOAL

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?



GAINS

What are their wants, needs, hopes, and dreams?

Parents won't have assurance that the child may always have the gadget

Children safety

Gadget is comfort for the user

Problem may arise when there is a signal fluctuation

resistive to any weather conditions

Size of gadget is small

Parents can't always monitor the notification

Long lasting battery life time

Cost is low

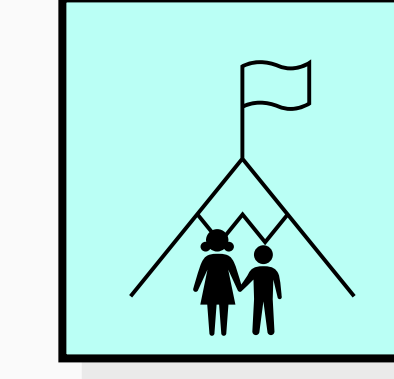
What other thoughts and feelings might influence their behavior?

Fear about the safety of their children

Parents don't need to worry much about their children

Some parents might be busy with their works.

What do they need to DO?



If parents have any doubt about the situation, then they can contact the police

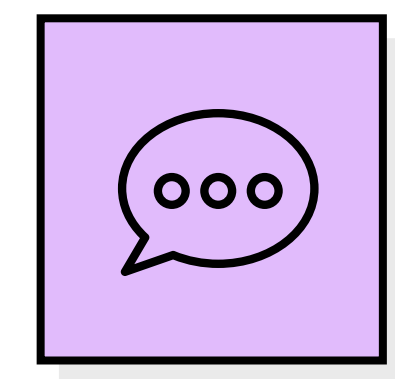
When the alert notification is given, the parent can view the location

When the child is in the relatives home

When the child is at school



When is this gadget used



Why do parents prefer to use this gadget for their children?

As children are physically weak, they need to take extra steps to keep them safe

Children can lose their way easily