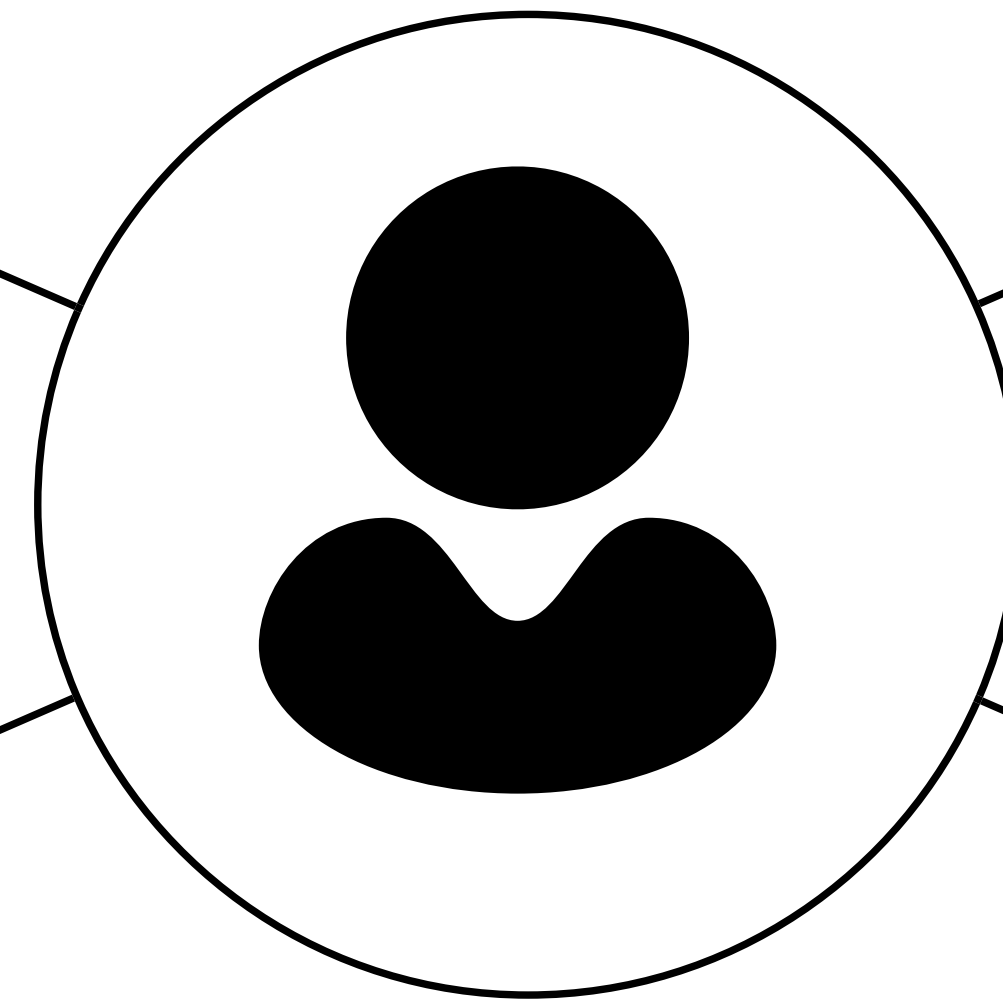


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



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

Missing
children and
distressed
parents

The child's
carelessness and
lack of awareness
along with some
external factors
pose threats

They need
their children
to be safe

They are
worried about
the safety of
their children

Children who are
happier when they
get to play
outdoors at their
own will

GPS and location
tracking devices to
provide parents
information and
safety control about
their children

Can readily
let their
children go
out

They have a
peace of mind
knowing their
child's location

My child is
safe and
sound

Children should be
given the
opportunity to play
outdoors for their
development

Children should
not be restricted
to constrained
environments

A lot of cases
of missing
children are
being reported

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

The safety of
their children
is at high risk

Gaining access
to their child's
location
remotely.

Trustworth
technology that
gives them the
confidence about
their child's safety

Automatic updation
of their child's
location and being
notified of
abnormalities.

They are in need of
hassle free,
affordable and long
distance
communication
devices.

They are afraid
that their children
might go missing
or go into the
wrong hands