



It is used to monitor the children without the need of guardians

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

what really counts  
major preoccupations  
worries & aspirations



Provide safety  
for child

It provide the

Children  
won't

it also  
provide

*Wh*

THI

It is used to  
monitor the  
children without  
the need of  
guardians

# *What do they* **HEAR?**

what friends say  
what boss say  
what influencers say

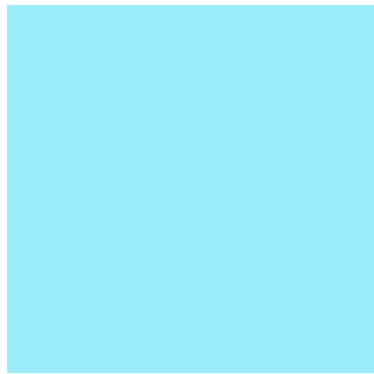
Provide safety  
for children so  
no person is  
needed to  
provide safety  
for children

It provide the  
freedom for  
women by  
providing safety  
to women

To create a  
technology to  
provide the  
safety for  
women

SA

EL?



Children  
won't  
missing  
anymore

it also  
provide  
security for  
women

*What do they*  
**SEE?**

environment

friends

what the market offers

?

To create a  
technology to  
provide the  
safety for  
children

# PAIN

fears

frustrations

obstacles

Missing of  
Children

Women  
Safety

Kidnapping  
of Women

# GAIN

“wants” / needs

measures of success

obstacles

Child tracker helps  
the parents in  
continuously  
monitoring the  
child's location.

They can simply  
leave their children in  
school or parks and  
create a geofence  
around the particular  
location.

By continuously  
checking the child's  
location notifications  
will be generated if  
the child crosses the  
geofence.

