



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

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

A lot of cases
of missing
children are
being reported

What do they HEAR?

what friends say
what boss say
what influencers say

Children
should not be
restricted to
constrained
environments

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

What do they SEE?

environment
friends
what the market offers

Missing
children and
distressed
parents

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

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

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Can readily
let their
children go
out

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

My child is
safe and
sound

PAIN

fears
frustrations
obstacles

The safety
of their
children is at
high risk

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

GAIN

"wants" / needs
measures of success
obstacles

Automatic
update of their
child's location
and being
notified of
abnormalities

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

Gaining
access to
their child's
location
remotely.