

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



Is it  
efficient ?

Yes  
Efficient

It indiactes  
red ,orange  
and green  
zones

User  
friendly  
interface

It shows  
no of  
cases

# What do they SEE?

environment  
friends  
what the market offers

# What do they HEAR?

what friends say  
what boss say  
what influencers say

Exposure  
determined

Notification  
Alert

Data  
privacy

Alerting  
to police

Qucik sms &  
Notification

Multilingual

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Data  
queries

Queries  
sort out

Customer  
support

Live  
location  
updates

## PAIN

fears  
frustrations  
obstacles

Still  
evolving  
technology

Network  
errors

Geo  
fencing  
bugs

## GAIN

"wants" / needs  
measures of success  
obstacles

Alert the  
people on  
containment  
zones

Containment  
zones  
& monitoring  
violators  
trespassing

24/7  
services

District  
wise zone  
awareness