



Group Pomegranate

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Initial Market Analysis

Upon research of the market, we found numerous mobile applications on child activity tracking and awareness in the market.

These applications had additional features such as: a warning notification, GPS Tracking, camera, voice chat and audio monitoring.

While these feature sets were wide, the apps still rely on regular input and maintenance by the user/guardian. They didn't provide peace of mind.

So, we focused our search on pre-emptive features, like behavioural statistics and analysis, the kind which could identify potential harm to your child before it could come to pass.

We came across an SOS button, a heartbeat monitor and a 'digital fence'. We felt these features were helpful to the user even when they weren't monitoring the device themselves, which fell in line with how we want our own app to function.

We concluded that these apps provide parents with a mobile window into their children's lives, but we want ours to supply a digital guardian.

With this in mind, we focused our market research on Ireland, but found only a few competitors locally. Combining detailed behavioural statistics using location data and real time child tracking features, we can provide a more complete all-in-one solution at a parent's fingertips.

Product Proposal

Our 'bracelet' like product will track a user's child, providing real-time location information. The app will monitor the child's behaviour, searching for unusual activity (increased heart rate, movement speed, being outside 'safety net' area, and more), and notifying the app user of it via push notification.

However, the child can trigger this warning manually by pressing the 'panic button', found on their bracelet. The user can also view statistical data collected by the bracelet, allowing them to monitor things such as heart rate averages, ensuring their child's healthy lifestyle. Extensive customisation (turn features on/off).

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