

Insights

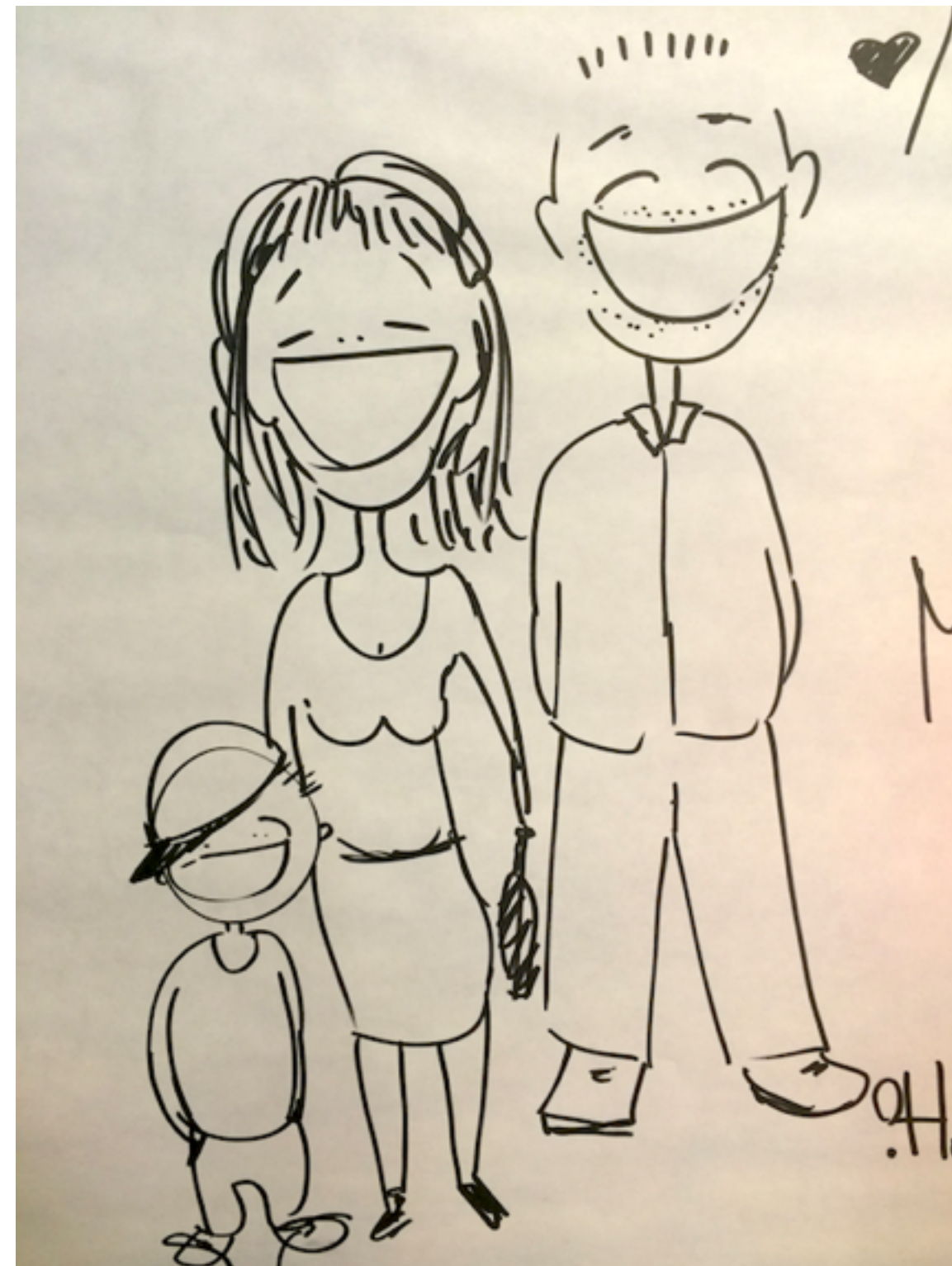
Control & Independence.
Instant access to emergency services.
Observing available free parking lots.
Getting incriminating evidences.
Awareness of the moments parents come home.

Parents are **afraid of** accidents their family members could be involved in.

Kids **like** having fun at home when parents are out.

Parents **like**:
free parking lots.
having control over their kids.
feeling ourselves self confident.

Parents **want**:
safety and security.
to get incriminating evidences in case of theft or property damage.
to observe their kids outdoor.
to track if the neighborhood public spaces are kids-safe



POV

How can we help our family members to take care of each other?

Contemporary lifestyle: independent, hurrying and busy
Kids are 7+ years old

Parents **can** watch online videos at Youtube

Parents **don't have enough time**:
to spend time with kids outside.
to take care of old family members.
to help quickly.

Parents **think**:
lots of cameras are non-operating.
the coverage is poor and not enough.

Parents **usually do**:
call to emergency services in case of accidents.
Parents usually signal about impending threat.

Kids get partying when parent are out.