



Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?			Sharing Why would they invite others?	
Actions What does the customer do? What information do they look for? What is their context?	They search for good Child gadget in social media	They will find our innovative product in social media	To connect with the system or mobile	By giving alert when the child are at risk	Checking the efficiency of the IoT device	The product is low cost	Because of better efficiency
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	They parents ensure the safety of their children Reduce the crime Happened to the children by tracking the child's location in google map	To have a enough knowledge on using the service		May not know how to use the gadget	Ensure the efficiency of device	They need to check the alert messages	To ensure the children always keep the safety gadget
Touchpoint What part of the service do they interact with?	1. Aware the people 2. Social media	1. Social media/ads 2. website 3. Blogs 1. Phone call 2. Email enquiry		1. Live environment 2. Knowledge base 3. Support		Consider the location and the price	Refer the friend social media after the first case
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>							
Backstage							
Opportunities What could we improve or introduce?	The user will get better application for child safety.	The user should know about the working of application		The user should identify the suitable application for them.		The society will be benefited by this application	
Customer Thoughts What customer need from it!	The user(parents) thinks that it will be very useful in busy schedule of life.	The parents must think whether the information given will be correct or not.		User may think whether there is any alternate solution for this problem.		This application is user friendly.	

