

PROJECT PHASE 2
CUSTOMER JOURNEY MAP

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| Assignment Date | 08.10.2022 |
| Team ID | PNT2022TMID21741 |
| Project title | IoT Based Safety Gadget for Child Safety Monitoring & Notification |
| Maximum Marks | 2 Marks |



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP
As you add steps to the experience, move each these "True or False" tags on again depending on the scenario you are documenting.

| SCENARIO: child location tracker | Entice How does someone initially become aware of this process? | Enter What do people experience as they begin the process? | Engage In the core moments in the process, what happens? | Exit What do people typically experience as the process finishes? | Extend What happens after the experience is over? |
|---|---|--|---|--|---|
| Steps What does the person (or group) typically experience? | To create the web application, using cloud etc | Parents can also be able to create geofence | To check whether the child is inside the given geofence If the child goes out of the given geofence the parents may notify | Continuously updating the child's location to their parents | The location of the child sent periodically |
| Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use? | Building the child, by how to use the device Monitoring the child regularly | Interacting with child A particular geofence should be set The setting of geofence is necessary. | Updating the information to the parents regularly Parent needs are met | | Connection terminated when app is off. |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | Preventing the child missing cases. Monitoring the child regularly | | In order to take care of the child the absence of their parents. | It notifies when the child crosses the geofence area. | Location is sent to their parents geofence location is set |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | It makes the parents happy The child is taken care without the caretaker. | | It is user friendly It updates regularly to their parents | | Less expensive |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | There is chance of user network loss while tracking the child location alert sound is not provided | Sometimes the message along with the location are not sent properly | Exploit update is not proper | | some more features are to be added in future |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | May be in the absence of their parents or caretaker alert sound along with message | Alternate options if message not sent | where there is know one their to take care of the child. | Examine may not be asked frequently | Periodic update of child location must be done. |

