


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?	<div>To confirm that their children are safe</div>	<div>One device/parent's had to register other device(s) child's.</div> <div>Parents have to register their child's device in theirs.</div> <div>Child's device have to register parents devices.</div>	<div>Parents track their child location lively.</div> <div>Notification will send to parents device on every move of the children.</div> <div>GPS is connected to child's device only.</div> <div>When they locate their child's device for the first time they feel success in buying this product.</div>	<div>To let other parents to watch their children 24/7.</div> <div>For others children's safety & protection.</div> <div>Motivate others to avoid risks in future.</div>
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>	<div>They want to monitor their children 24/7</div> <div>To avoid risk for their child</div>	<div>To send child anywhere without fear.</div> <div>To get sense of child's surrounding.</div> <div>To prevent contact with strangers.</div>	<div>Child's present location and situations can be monitored.</div> <div>They can avoid tension & fear.</div> <div>Child's temperature and Heartrate can be checked.</div> <div>Parents can avoid risky situations.</div>	<div>Allow other parents to locate their troubled child.</div> <div>Other parents can also live without stressed about their children.</div> <div>Satisfied Parents will definitely share their experience with other parents.</div>
Touchpoint What part of the service do they interact with?	<div>IoT Device that parents have with them to monitor their child</div>	<div>It's an easy method to keep their eyes on their child</div> <div>Device is in reasonable price</div> <div>Device is easy to maintain</div>	<div>Network connection with device is main task to handle.</div> <div>While getting notification about their child parent feel success.</div> <div>Connecting both parent's and child's device is the main task.</div> <div>To identify that other device is with their child is the primary task.</div>	<div>With this device parents can see changes in their regular monitoring of children.</div> <div>Task of sharing is to improve efficiency of the device</div> <div>Parents can confirm safety of the children.</div>
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?	<div>Increase/decrease a leading metric by</div>	<div>Increase/decrease a leading metric by</div>	<div>Increase/decrease a leading metric by</div> <div>Parents will act as a secondary lead.</div>	<div>Increase/decrease a leading metric by</div>
Process ownership Who is in the lead on this?	<div>Lead of discovery process is Parents</div>	<div>Both Parents & Child will register for tracking.</div>	<div>Children are the lead users.</div>	<div>Other users who got recommendation from parents.</div>