

Project Design Phase-

II Customer Journey

Map

Date	09 November 2022
Team ID	PNT2022TMID12351
Project Name	IOT Based Safety Gadget for Child Safety Monitoring and Notification

DISCOVER Brainstorm, looking, attending, and noting a broad city tour	CUSTOMER JOURNEY MAP FOR CHILD SAFETY DEVICE	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 initially experience as the process finished?	Extend What happens after the experience is over?
<b>Steps</b> What steps (for person or group) typically experience?		<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>
<b>Interactions</b> What interactions do they have at each step along the way? • People: Who do they meet or talk to? • Places: Where are they? • Things: What digital tool/device(s) or physical objects would they use?		<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? (Why do...? or "Why not avoid...")		<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>
<b>Positive moments</b> What does doing a typical person find enjoyable, pleasant, fun, rewarding, satisfying, or exciting?		<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>
<b>Negative moments</b> What does doing a typical person find frustrating, confusing, annoying, confusing, or even scary?		<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What future ideas suggested?		<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>	<div>1. Child is born</div> <div>2. Child is taken to hospital</div> <div>3. Child is taken to home</div>