

Project Design

Phase-II

Customer Journey Map

Team Member	Suguna T, Jananisri M, Kiruthika N, Gokula Priya S.
Project Name	IOT Based Safety Gadget for Child Safety Monitoring and Notification

Scenario Browsing, booking, attending, and setting a local 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 typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?		How do they find out about the device?	How do they find out about the device?	How do they find out about the device?	How do they find out about the device?	How do they find out about the device?
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?		How do they find out about the device?	How do they find out about the device?	How do they find out about the device?	How do they find out about the device?	How do they find out about the device?
Goals & motivations At each step, what is a person's primary goal or motivation? (Why are they here?)		How do they find out about the device?	How do they find out about the device?	How do they find out about the device?	How do they find out about the device?	How do they find out about the device?
Positive moments What does a happy person feel at each step? (Exciting, surprising, satisfying, or exciting?)		How do they find out about the device?	How do they find out about the device?	How do they find out about the device?	How do they find out about the device?	How do they find out about the device?
Negative moments What does a frustrated person feel at each step? (Frustrating, confusing, or disappointing?)		How do they find out about the device?	How do they find out about the device?	How do they find out about the device?	How do they find out about the device?	How do they find out about the device?
Areas of opportunity How might we make each step better? What else do we have?		How do they find out about the device?	How do they find out about the device?	How do they find out about the device?	How do they find out about the device?	How do they find out about the device?