CUSTOMER JOURNEY MAP CHILD SAFETY DEVICE Steps typically experience?



Entice

How does someone initially become aware of this process?



Enter

What do people experience as they begin the process?

The wearable device

has a lot of inbuilt

features to track the

location of the child



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?

What does the person (or group)

WHAT THE DEVICE

Allows parents to keep a track of thier child's activities and WHAT DO PEOPLE **EXPERIENCE?**

The device has a GPS to track the childs locaton

Creates a secure environment for children to move around.

Instantaneous tracking and updation of child's location,

Geofencing

Notifying parents of abnormalities

The exact location of the child would be known to the parents and can be verified in the website too.



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?

INTERACTIONS

loctaion easily.

The device works on IBM watson platform

High performance in

terms of simple

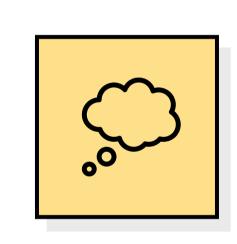
usage and security.

It uses IBM's cloud services to store data about the child's location

The gadget will make use of GPS and a python script to publish the location details to the IBM IoT platform

The wearable sends immediate alerts to the user if the child crosses geofence

Data is stored in a web application is user friendly and secure created using the Node Red Service.



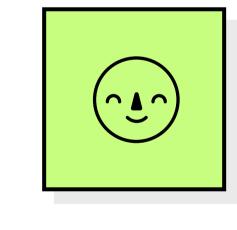
Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") Any time usage backed up by power supply.

To safeguard the child from threats

. This device continuously monitors the individual wearing it,

Increased safety and security.



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Creates a secure environment for children to move around.

High level with increase in performance.

Increased reliability towards technology and reduced reliability towards guardians.

clearly rings an alarm which the nearby public can immediately react to

Panic button helps the child feel more safer and enhances security.



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

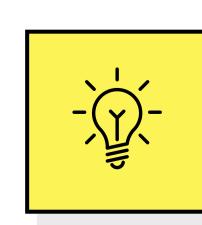
The battery life required for these devices is more

Material should be flexible

Material should be non irritable to skin

Comfort of the user should be given more priority

Location updates should be fast



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Additional sensors can be added to improve accuracy

Solar batteries improve the life of system

More features like geofencing can be integrated

The device must be non removable to track the child's activity

The device must be affordable/cost effecient