## **Team ID: PNT2022TMID07068**

**SCENARIO** 

IoT Based Safety Gadget for Child Safety Monitoring & Notification

**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

Exit

What do people typically experience as the process finishes?

Extend

Interactions

What interactions do they have at each step along the way?

What does the person (or group)

typically experience?

Steps

People: Who do they see or talk to?

Places: Where are they?

Things: What digital touch-points orphysical objects would they

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or"Helpmeavoid...")

Our

produc

Gadgeta

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Thecusto

Helpme

Someti mes, Mostco

mmon

Often product

degree,

"Leave a

review"

To some

Previous

purchas

Positive moments

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

It'sfuntol ookatopt

**Negative moments** 

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or tin

Several

People aredoub Peopledescribele aving a revie w asanarduousproces

People fee I peer pressure to use a safety gadget on a child instead of hiring a nanny

We have very low review rates (15% of people provide a review)

Areas

of opportunity How might we make each step better? What ideas do we have? What

have others suggested?

If you don't follow this pa th imme dia tely a fer your purchase, could wesend afollow-up?

Could we automatically carry over the details of your child? (e.g. via a cookie)

Make it easier to compare and shop for experiences without having to click on them

Provide a simpler summary to avoid information overload

Show highlights or common phrases from reviews, or "award-winning" badges?

How might we make our manua l easily understandable(via colorful illustrations?)

Howmight wemake it clear that the product would give 100% efficiency?

Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?

How might we equip people to have a back-up in case the product fails?

Ho w might we eliminate the apprehe nsion on AI?

t p c s s s e h e h e o r e e i v ?