CUSTOMER JOURNEY MAP

	Entice Through marketing of our product.	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 Firstly the parents has to enter the location of the child to geofence it. Then the parents will be able to track the real time location.	STEP 1 — Getting child's real time location	STEP 2 — People have to enter the child's real time location.	STEP 3 — They can track real time location	STEP 4 — Parent can track whenver they need	STEP 5 — We could even send notification
Interactions When interactions do they have at each step along the way? ● People: Parents and children ● Places: Home with children ● Things: A wearable device	PEOPLE — WITH UI	PLACES — CHILD'S LOCATION	THING — A WEARABLE DEVICE		
MOTIVATION	TO HELP PARENT KNOW THE LOCATION OF THE CHILD.				
Positive moments To be stress free. To be aware of the child's real time location.	SO THAT THEY CAN BE STRESS FREE				
Negative moments Have to enter the child's real time to geofence which is time consuming.	TIME CONSUMING WHILE STARTING				
Areas of opportunity We could approach parents to buy our product.	WE COULD APPROACH PARENTS				