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# IoT Based Safety Gadget for Child Safety Monitoring & Notification

**Guided city tours**

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**Entice**

**SCENARIO**

IoT Based Safety Gadget for Child Safety Monitoring & Notification

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**

**Personalized product suggestionsafter each purchase**

**Personalized gadget offers**

**Personalized recommendations**

**Purchased item appears in orders section**

**Writing & submitting review**

**Prompt for review**

**Provide the gadget to the child**

**Experience the product**

**Read the guide & assemble**

**Product arrive at tour location**

**Email reminder**

**Email confirmation**

**Confirm payment & purchase gadget**

**Complete payment information**

**Start purchase of safety gadget**

**View detail on their specific child**

**Browse available products**

**Enter age, gender, and biometricsof the child**

**Visit website or app**

**Buying infant toys**

What does the person (or group) typically experience?

Most customers A customer navigates The customer types their The customer sees After seeing a safety setup Customer clicks on They fill out their They see a summary of An email immediately One day before the gadget Using our means of Customer starts The customer places The parent provides One hour after the The customer writes The purchased product Product purchase informs The customer receives an When a past customerbuys a

discover child safety to our website kid’s age, weight, height available child safety that interests them, the “Buy Now” button contact, creditcard what they are about to sends to confirm their tour arrives, a reminder email is sent cargo, the customer the product at his product arrives, an email appearson the "previous our backend email 14 days after their new product from us, weshow

to the customer. The email assembling the product the gadget as per a review and gives recommendation systems,

gadgets as they shop and gender to see the setups for their customer clicks to view information or UPI purchase, then they and provide details about emphasizes when the product receives the child safety as per the manual desired spot and starts the child’s safety and in-app notification the product a star- orders" area of a customer's which the customer may delivery with personalized them personalized gadget

features available more. They see detailed confirm and the gadget where and when product reaches them gadget at the specified using it prompt the customer for profile with a few billing experience via better products for other needs recommendations.

for toys requirements and information about our gadget and continue is booked! gets deliverd time. requirement a review rating out of 5. details personalization

scenario

### Interactions

Post-purchase screens website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Recommendations span across website, iOS app, or Android app

Previous purchases section of the profile on the website, iOS app, or Android app

“Leave a review” modal window within the profile on the website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Direct interactions between child and gadget

Direct interactions with the product

Direct interactions with the manual

Gadget arrives in a well packed fragile-labeled package

Customer's email (software like Outlook or website like Gmail)

Customer's email (software like Outlook or website like Gmail)

Payment overlay within the website, iOS app,

or Android app

Payment overlay within the website, iOS app

or Android app

Shopping page of our website app

Plan page of our website or app

Plan page of our website app

Specifications section of our Main app page or website

Our main app page or website

Child safety section of the toy shops, kids apps, or kids stores

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

If other users interact with this person, they will see these purchased items also

To some degree, this is communicating indirectly with the product expert, whowill see their review

Often product gets activated when the child is alone

Sometimes, the user needs to refer the manual again for certain instructions

The customer looks for the manual or guide, often from the box as they open the package

Our product expert starts observing the customer

**People:** Who do they see or talk to?

**Places:** Where are they?

**Things:** What digital touch-points orphysical objects would they use?

Depending on the situation, the product alerts the parents

Most common setups people have to ensure are internet, electricity etc

### Goals & motivations

Help me see ways to enhance my child’s safety even further

Help me see what I could be buying next

Help me see what I've bought before

Help me spread the word about a great product or provide watch-outs and feedback for one that was not so good

Help me leave the child at home with good feelings and no anxieties

Help me make the most of this gadget

Help me feel good about my decision to buy this gadget

Help me feel confident about how to assemble the product

Help me make sure I don't forget about my product so that I don't wastemoney or get disappointed

Help me feel confident that my purchase is finalized and tell me what to do next

Help me feel confident that my purchase is finalized and tell me what to do next

Help me get through this payment part without too much hassle

Help me commit to using this product

Help me understand what this gadget is all about

Help me see what they have to offer

Help me avoid seeing unwanted child safety products that I don’t need

Help me have more idea on child safety products available

Ensure my child safety

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

### Positive moments

After this, People generally leave homes feeling relieved

People love the product, we have a 98%satisfaction rating

Our instruction manuals tend to be sogood that people are reassured when they read it

We've heard from several people that the reminder emails were essential, especially if they placed orders way in advance

Current payment flow is very bare- bones and simple

Excitement about the purchase

("Here we go!")

Gadget workings, uses, videos,and explanations are exciting to see

It's fun to look at options and imagine buying each product and using them at home

We think people like these recommendations because they have an extremely high engagement rate

People like reviewing their past orders

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

It's reassuring to readreviews written by previous users of the product

### Negative moments

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

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

Trepidation about the purchase

("I hope this will be worth it!")

People express a bit of fear of commitment at this step

Several people expressed "information overload" as they browse

People may get confused if the interface asks for too much info

People describe leaving a review as an arduous process

Customers report feeling review fatigue

People are doubtful whether the product might work in a stable manner

Sometimes people are confused at certain steps

People expressed anxiety about assembling the product

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 path immediately after your purchase, could wesend a follow-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 manual easily understandable(via colorful illustrations?)

##### How might we make it clear that the product would give 100% efficiency?

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

##### 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 help people celebrate and remember things they've bought in the past?

How might we extend the personal connection to the customer after the purchase is over?

#### How might we eliminate the apprehension on AI ?