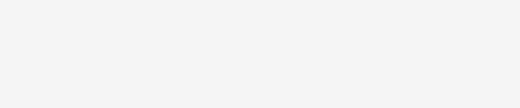


experience Journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

How might we make each step

What have others suggested?

better? What ideas do we have?

on child safety monitoring.

easier for the customer. device on the website.

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TEAMID: PNT2022TMID33842

all the new products

IoT based Safety Gadget for Child **Entice Extend Enter** Engage Safety Monitoring and How does someone What do people What happens after the What do people In the core moments initially become aware experience is over? typically experience in the process, what experience as they Notification of this process? as the process finishes? begin the process? Steps Writing and submitting review What does the person (or group) typically experience? All other products which are similar to the product bought by the customer will be displayed in the user profile. The recommendations about the products related to the already bought product will be displayed to the customer. which of the available device is best for the purpose of his purchase. Child safety wearable gadget section on the Interactions What interactions do they have at Depending on the customer and the delivery person, tipping may be involved. Customers may also want to access all the all need real time 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? Help me get to know the pressure and pulse rate of my child. **Goals & motivations** At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") **Positive moments** What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? **Negative moments** What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? Areas of opportunity Making the customers aware about the simple and easily understandable and it should be provided in all the necessary languages. usefulness of the device

