

<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Visiting Website</div><div>Searching about fire safety system will land people on our website</div><div>Browsing app</div><div>Most of the people will come to know about the fire management system</div><div>Surfing through social media</div><div>Through awareness on the fire safety environment</div></div>	<div><div>Knowledge</div><div>People come to know about our fire safety system</div><div>Awareness</div><div>people will be aware of the their safety living.</div><div>Learning through materials</div><div>User manuals will help them understand about the workings.</div></div>	<div><div>Monitoring</div><div>People can monitor their fire safety 24/7.</div><div>Messages and Notifications</div><div>Once the fire is detected, notifications are sent through the app.</div><div>Automatic Control Measures</div><div>The system automatically notifies fire department</div></div>	<div><div>Reliance</div><div>People will be reliable with the fire detection</div><div>Safety</div><div>People will feel safer with the fire detection system</div><div>Prevention</div><div>Fire incidents can be prevented from incurring huge losses.</div></div>	<div><div>Recommendation from the user</div><div>customers will recommend our system to their neighbours.</div><div>Feedback</div><div>Customers will appreciate and rate us.</div><div>Benefits</div><div>Customers will get benefited from stress free life.</div></div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?<ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div><div>People interact with neighbours and friends</div><div>People interact at park, office, home.</div><div>Through social media, messages, chats.</div></div>	<div><div>People interact with technical person.</div><div>Giving them Free trial period.</div><div>Explaining the features and profits they earn.</div></div>	<div><div>Notifying them about the features</div><div>Giving them demo to operate and practice</div><div>Through social media, messages, chats.</div></div>	<div><div>People will feel safer with the fire detection system</div><div>customers will recommend our system to their neighbours.</div><div>People will be reliable with the fire detection</div></div>	<div><div>Notifies to fire department automatically</div><div>Extinguishing feature turn on automatically upon fire detection.</div><div>Feedback is received from the customers.</div></div>
<div><div></div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? (“Help me...” or “Help me avoid...”)</div></div>	<div><div>Help me to protect my house from fire.</div><div>Help me to prevent huge loss from fire incident.</div><div>Help me to register for this installation</div></div>	<div><div>Help me to purchase right product for my home.</div><div>Help me to login to website.</div><div>Help me to install it in my home.</div></div>	<div><div>Customers monitor technical setup.</div><div>Connect their apps with sensors and system.</div><div>Help me to login through this application.</div></div>	<div><div>Displays the safety condition of the environment</div><div>The notification directly allows the extinguishers to control</div><div>Help me to learn about the features.</div></div>	<div><div>Fire is controlled completely.</div><div>Notification helps in remedial measures.</div></div>
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Its exciting to monitor my safety.</div><div>Its motivating to make people aware of it.</div><div>its stress-free having fire monitoring system at hand.</div></div>	<div><div>its excited to purchase my product</div><div>its excited to look at the devices.</div></div>	<div><div>its excited to install at our ceiling.</div><div>its excited to install apps in our phone.</div></div>	<div><div>its excited to install app and login.</div></div>	<div><div>its excited to receive notification on our safety system.</div></div>
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>Fire safety system is very costly</div><div>This safety system is not affordable for middle class people.</div></div>	<div><div>Its frustrating to hook up the devices on to ceiling.</div></div>	<div><div>Gives false alarm many times.</div><div>Fire not detected at the early moment.</div></div>	<div><div>Takes longer time to detect fire.</div><div>Buzzer produces very low sound.</div></div>	<div><div>Notification is not receiving properly.</div></div>
<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>Helping them to select best product.</div><div>Can give them free trial to use.</div><div>Can give them EMI options and offers</div></div>	<div><div>Offer free installation by technicians.</div><div>Designing it in a easy manner.</div></div>	<div><div>Fixing them through software update.</div><div>Cleaning the sensors and maintenance.</div><div>Increasing the sensitivity level.</div></div>	<div><div>Improving them with efficient algorithm.</div><div>Improving the buzzer with greater speakers.</div></div>	<div><div>Fixing them through software updates.</div></div>