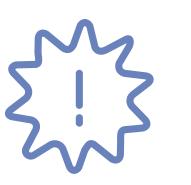
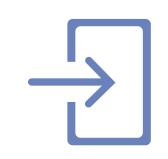


Browsing, booking, attending, and rating a local city tour



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 happens?



Exit

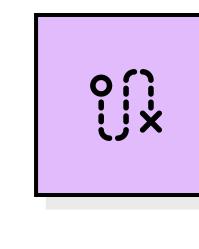
Reliance

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?



What does the person (or group) typically experience?

Surfing through social media Most of the people Searching about fire Through awareness will come to know on the fire safety land people on our about the fire environment management system

Knowledge User manuals will People come to people will be aware help them of the their safety know about our fire understand about living. safety system the workings.

People can monitor their fire safety 24/7.

Once the fire is detected, notifications are sent through the app.

The system automatically notifies fire department

People will feel safer People will be with the fire reliable with the fire detection detection system

Fire incidents can be prevented from incurring huge losses.

customers will recommend our appreciate and rate

system to their

neighbours.

Customers will

Feedback

Customers will get benefited from stress free life.

Benefits



Interactions

What interactions do they have at 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?

People interact with neighbours and friends

Through social

People interact at

park, office, home.

media, messages, chats.

Giving them Free People interact with technical person. trial period.

Explaining the features and profits they earn.

Notifying them about Giving them demo to the features operate and practice

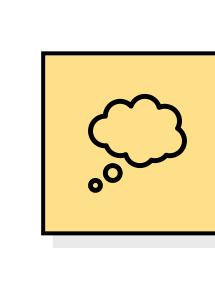
Through social media, messages, chats.

customers will People will feel safer recommend our with the fire system to their detection system neighbours.

> People will be reliable with the fire detection

Extinguishing feature departmer turn on automatica automatically upon fire detection.

> Feedback is received from the customers.



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") Help me to protect my house from fire.

Its exciting to

huge loss from fire

Its motivating to

nake people aware

Help me to register for this installation

its stress-free having

fire monitoring

system at hand.

Help me to purchase right product for my

Help me to install it in my home.

technical setup.

with sensors and

Help me to login through this application.

Displays the safety condition of the environment

its excited to install

app and login.

The notification directly allows the extinguishers to control

Help me to learn about the features.

its excited to receive

notification on our

safety system.

Notification helps in remedial measures.



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?

Fire safety system is

This safety system is not affordable for middle class people.

Its frustrating to hook up the devices on to ceiling.

Offer free installation

by technicians.

its excited to

purchase my product

Gives false alarm

its excited to install

at our ceiling.

Fire not detected at the early moment.

its excited to install

apps in our phone.

detect fire.

Buzzer produces very low sound.

Notification is not receiving properly.

How might we make each step better? What ideas do we have? What have others suggested?

Areas of opportunity

Can give them free

Can give them EMI options and offers

Designing it in a easy manner.

its excited to look at

the devices.

Fixing them through software update.

Cleaning the sensors and maintenance.

Increasing the sensitivity level.

Improving the buzzer with greater

Fixing them through software updates.