IoT Based Safety Gadget for Child Safety Monitoring & Notification

SCENARIO

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Steps

What does the person (or group) typically experience?

What interactions do they have at

Places: Where are they?

Things: What digital touch-points

At each step, what is a person's primary goal or motivation? ("Helpme..." or "Helpme avoid...")

Positive moments

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

What steps does a typical person find frustrating, confusing, angering,

better? What ideas do we have? What have others suggested?

Entice

How does someone initially become aware of this process?

Buying infant toys

Enter

What do people experience as they begin the process?

Start purchase of safety gadget

Product arrive at tour location Read the guide & assemble

Engage

happens?

In the core moments

in the process, what

Experience the product

Provide the gadget to the child

gadget

Often product gets activated when the ch is alone

Depending on the situation, the product alerts the parents

What do people

typically experience

as the process finishes?

Exit



What happens after the

experience is over?

Extend

Personalized gadget offers

Interactions

each step along the way?

People: Who do they see or talk to?

orphysical objects would they use?

Goals & motivations

Negative moments

costly, or time-consuming?

Areas of opportunity

How might we make each step

Plan page of our

People like reviewing their past orders

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

Trepidation about the purchase ("I hope this will be worth it!")

Help me commit to using this product

generally leave homes feeling relieved

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

How might we eliminate the apprehension on AI?