{ourney Steps W:n"ch *tep of the experience are you de*cr:'b !ng 2

Actions W:nat d oes the cu*to •ne • do ! W:nat information do they loon fo * What is their conrext?

Needs and Pa ins What does the customs want to ach eve or avoid 7io. Redme omniqui, eq. zv

us.'na rñe rs. oersorz n orrotor.

Tou ch point W:nat part of the service da tney interact v/"th!

What is the custome fee in q 7ip. Use */-e etnoji opp to axoress moreemo.'one

Discovery Why do they even start the journey?

> They search for good child safety gadget in social media

Rechuce be crime happened to the children by safety of their tracking the child's location in google map

1.Aware

the people 2.Social media

0

Interested, hesitant

Registration Why would they trust us?

They will find our innovative product in social media

enough knowledge on using the devtre

T.Social

media/Ads 2.Website 3.Blogs

1.Phone call 2.Email enquiry



Onboarding and First Use How can they feel successful?

To connect with the system or

May not

know how to

use the

gadget

aalert when the children are at risk

Checking the efficiency of the IoT device

Ensure the efficiency of de tee

1.Live

envi ronmenc 2.Knowledge base 3.5 upporc



actively

Collect feedback

Imorease/decrease a

Sharing

Why would they irnztre others?







They need to Ok dhé• messages

cléf4nen always keep lheszmny gadget

To ensure the

Considered the location and price.

Refer the friends in social media after the first



Avoid ignorance

What are they able to do now? Monitor the Being safety of their child's confident location What can they finally avoid doing?

child

Avoid loss of frustruation

Avoid

-Inform and educate ore «rtuna ..

Whatcould'x.e"moroveo -Chart solution to problem inc•oduce

Increase/decrease a leading metricklyrimprovingurust

Increase/decrease a leading metric by comparing costs

leading metriculay

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