IoT based Safety Gadget for Child Safety Monitoring and Notification

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
What do people typically experience as the process finishes?

Extend
What happens after the experience is over?

Steps
What does the person (or group) typically experience?

Entice:
- Visit website or app — The customer will visit online shopping website to known about products.
- Browse available the devices — The customer will browses website on thelist of the available products
- Deciding the best device — The customer will decide which of the available product suit for their use

Enter:
- Placing an order — The customer will place the order on the website or app.
- Complete payment information — The customer will fills their contact information and credit/debit card information for payment.
- Confirm payment — The customer need to sees the summary of what they are about to purchase and then confirm their order
- Email reminder — There will be a email reminder before the dateof order delivery about the product arrival

Engage:
- Arrive at location — The products gets arrivedat the customer place at the notified date and time
- Checking the product — The customer checks the product quality and check whether it meets all the requirement
- Using the product — The customer can use the product with the help of the guidelines given

Exit:
- Prompt for review — The email will be sent to the customer to collect the feedback of the product after 1 week use
- Writing and submitting review — The customer will give rating of the products and feedback submission
- Queries section — The customer can raise for any help or queries about the product throughthe email

Extend:
- Related products appear in the user profile — Similar products boughtby the customer can be displayed in the user profile
- Personalized recommendations — The recommendations willbe based on the products which customer bought already
- Personalize offers — The personalized offers will be based on the related products which aredisplayed

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?

- Order placing section willbe on the website, iOS app, or Android app
- Child safety wearable product section on the website
- Payment overlay within the website, iOS app, or Android app
- Customer's email (software like Outlook or website like Gmail)
- Some customers may seek direct interaction with the suppliers or producer of the product
- Customer can also want to access all the links in the website regarding the products
- Some customer may needreal time explanation about the device using method
- Depending on the customer and delivery person it may has tippingbetween them.
- Leaving comments or review about the model within the profile can be helpful to other customers.
- Product review section onthe profile on websites or apps
- Recommendations span across website, iOS app,or Android app
- Customer's email (software like Outlook or website like Gmail)
- Post-purchase screens on website, iOS app, or Android app

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

- Help me get to know whereis my child
- Help me get to know whether my child is in a particular region or not
- Help me to find an optimal and an easy way to know about my child location
- Help me to find a device which monitors my child location
- Help me feel confident about the product
- Help me feel good about my decision on buying this product
- Help me feel happy on buying this product whichis worth for money
- Help me spread the word about the usefulness of the product
- Help me to avoid worrying about my child safety
- Help me to monitor my child at anytime and from anywhere

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

- It ensure the child safetyall the time
- The customer will give good reviews about the product
- The customers will Suggest to may friends and relatives about theuse of the product
- Their child worrying things Will be vanished and they Can assure child safety
- The customer happinessWill give happiness
- The happiness on being able to monitor their child all the time.
- Excitement about the purchase of the product
- Excitement about arrivalof the product
- Payment methods is easy and get remaindedhelp to remember the arrival
- Happy about being able to keep an eye on their child location
- They will be satisfied about the product and relax about their children

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

- People sometimes not Aware of child monitor
- People may not awareof placing order
- People may find trouble using website
- It will be time consuming to meetall requirement
- Sometimes order will be delayed
- Sometimes product canbe damaged
- People are unclear whether it is necessaryor not
- People feel peer pressure to Use the products
- Some review may be bad
- Some people may not understand about product usage
- Bad reviews can damageOf the products

Areas of opportunity
How might we make each step better? What ideas do we have? What have otherssuggested?

- Advertisements and pop ups about the device can be published on other web sites too.
- Showing highlights of common phrases from reviews of the customers in the website.
- Making the customers aware about the usefulness of the device on child safety monitoring
- Cirate awareness to all parents through adds
- Child safety ensure
- Help to deal with increase the usage of product.
- Take all possible measures to be in contact with the customer
- Send emails to the customer regarding all

the new products available.