

Project Design Phase-II

Customer Journey Map

Date	08 NOVEMBER 2022
Team ID	PNT2022TMID17007
Project Name	Project -IOT Based Safety Gadget for Child Safety Monitoring and Notification

Customer

- ❖ Our customers are parents who are unable to monitor their kids throughout all day.
- ❖ The strategy behind parents to buy our product is to know where their child is and to know their real time location so that they are aware where their kids are headed to.
- ❖ The geo-fencing allows the parents to keep a radius or cover an area so that they are alerted when their kids cross the geo-fencing area this keeps the kids safe and they will be in the eye's of parents.

Customer journey

- ❖ After purchasing the product customers receive their product and we provide a sim-card that must be inserted into the band to get activated.
- ❖ Once the sim gets activated and parents start using our application the device is paired with the parents smart phone and the limitation for pairing is at max of 2 smart phones and the account can't be logged in into new phone.
- ❖ Once the parent sets up the device then they should make wear it to their kids, the band can't be removed without parents knowledge if it is removed then parents are given alert notification.
- ❖ The sim card in the band has a subscription plan which has 3 plans, 3 months & 6 months & 1 year.
- ❖ This plan keeps the sim card active to monitor their kids.
- ❖ This allows the parents to monitor their kids when they are unable to do or unavailable to do.