

TEAM ID : PNT2022TMID26599

PROJECT NAME: IoT Based Safety Gadget for Child Safety
Monitoring & Notification



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

| SCENARIO | Entice | Enter | Engage | Exit | Extend |
|--|---|--|---|--|---|
| Browsing, booking, attending, and rating a local city tour | | | | | |
| Steps What does the person (or group) typically experience? | <div>Going through the website</div> <div>They will come to know the device</div> <div>awareness programs</div> <div>creating an awareness about the safety measures among the parents and children</div> | <div>temperature of the child can be monitored</div> <div>the parent can monitor their child's temperature</div> <div>the location of the child can be tracked easily</div> <div>location can be tracked</div> | <div>by prior knowledge</div> <div>Technical description and manual</div> | <div>safety</div> <div>Tracking</div> <div>The parents feels that this device can lead to a safer community</div> <div>Tracking made easier</div> | <div>Privacy of the end user is protected</div> <div>scalability</div> |
| Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use? | <div>child safety</div> <div>children's location</div> <div>can communicate to the bystanders in time of emergency</div> | <div>they can see the child's temperature</div> <div>humidity data's of child</div> <div>to view the child location</div> | <div>child location, temperature and humidity</div> <div>child location can be tracked using GPRS module</div> <div>temperature and humidity can be tracked</div> | <div>interaction with child safety officers in case of emergency</div> <div>the parents can reach out to the child or alert the bystanders</div> <div>the sensors can be activated to alert the parents or child</div> | <div>The parent can reach out their child if they are nearby</div> <div>SMS alert can be sent</div> |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | <div>keeping the safety of their child</div> <div>help me monitor my child</div> | <div>help me avoid the dangers from my child</div> <div>helps to monitor the health</div> | <div>help me find temperature and location of my child</div> <div>help me avoid my child from dangers</div> | <div>data accuracy</div> <div>SMS alert can be notified to the persons of authority</div> | <div>accessibility and mobility at anytime and anywhere</div> <div>easy availability</div> |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | <div>efficiency</div> <div>staying connected</div> | <div>working parents can monitor their child health, location etc</div> <div>data is stored</div> | <div>data can be intermittent</div> <div>false buzzers or alarm can be alerted</div> | <div>poor data quality</div> <div>capabilities are limited</div> | <div>unreliable source to transfer information</div> |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | <div>cost higher</div> <div>due to cyber attackers</div> | <div>data security concerns</div> <div>technical difficulties</div> | <div>data can be intermittent</div> <div>false buzzers or alarm can be alerted</div> | <div>the alert can be sent to parents</div> <div>a bright sos light along with buzzer alert the by strangers</div> | <div>selling the product to child care centered</div> <div>data can be stored in cloud</div> |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | <div>the child safety can be ensured by this wearable device</div> <div>the wearable device can be sold out in local market</div> | <div>data can be stored in a safer platforms</div> <div>the location can be monitored by gps module</div> | <div>data stored in cloud can be compare with the previous value and alert the parents</div> | <div>the alert can be sent to parents</div> <div>a bright sos light along with buzzer alert the bystanders</div> | <div>selling the product to child care centre</div> <div>data can be stored in cloud</div> |



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