CUSTOMER JOURNEY

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| Date | 11-07-2022 |
| Project Name | Project: IoT Based Safety Gadget for Child Safety Monitoring & Notification |
| Maximum Marks | 4 Marks |

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| **SCENARIO**  **Browsing, booking, attending, and rating a local city tour** | **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? | * **Design an App for the respected Parents Or Guardians to monitor Children** * **Can create a feature called Geofence to monitor Children** | **Begins to alert the parents of the Child’s location and options will be available for them to set** | **Frequently it updates the location and activities of the Child** | **An alert will be sent when the child removes the device** | **A detailed review will be available for the parents about the child’s activity** |
| **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 touch points or physical objects would they use? | * **Child’s location will be updated** * **Interactions between the parents and the Child** | **They can create a geofence** | **The conditions of the caretakers and the guardians regarding the safety of the Child is met** | **The parents will receive the alerts and notification of their Child** | **The location verification and notification will be cut off in case of no internet or GPS** |

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| **Goals & motivations**  At each step, what is a person’s goal or motivation?  (“Help me…” or “Help me avoid…”) | * **Prevention of Child being getting lost** * **Frequent Monitoring** | **The respected Parents or Guardians has to click on the begin Monitoring button to start Monitoring** | **Ensures the Safety of the Child** | **Notifies in the case of Child crossing the Geofence** | **Sends the location of the Child along with the Geofence** |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | **Safety of the Child is ensured…. Since they are constantly monitored** | **The tracking device is very useful in determining the location of the Child** | **Frequently updates itself and fixing the bugs that arises** | **Parents won’t be tensed or worried …… Since They know Where there Child is** | **The respected Parents or the guardians will get their Child back** |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | **App won’t be available due to Server issues or any other technical issues** | **Entering so many details is a troublesome process** | **Constant internet connectivity is required as it updates the location the Child to the Parents** | **People usually find it as a tedious process as it takes a long time** | **Sometimes due to GPS issue or any other issues that arises the caretaker won’t be able to view the location of the child** |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | * **In case of the respected Parents or Guardians being not present** * **Notify me when the child leaves the geofence** | **Another method is sending alert messages or calls and they can also view the video footage** | **At times when there is no caretaker near the Child** | **As the process ends the parents will pick up their Child** | **Location and activity details are stored** |