journey Steps **Which step** of the experience areyoudescribing7	**Discovery** **Why do they even start the journey?**	**Registration** Why would they trust us?	**Onboarding and First Use** How can they feel successful?	**Sharing** Why would they invite others?
Actions **What does the customer do? What information do they look for? What is their context?**	They are concerned for their child / For children who are specially abled / They need more care and attention	The device caters to a need of the parent / It is easier for them to monitor their kid remotely / The solution they are seeing is revolutionary	They can monitor the location of their child real time / Nodñesif tGechTk! tmesie geofence / The &ifd has a panic burton available IO emergency	Beause it is trust-worthy / Tñedevice isimpe and effective / it is cost effective
Goals and Motivation **What does the customer want to achieve or avoid?** *Tip: Reduce ambiguity, e.g. by using the first person namator.*	To ensure the child is safe	The solution they are seeing is revolutionary / Concerned when they don't know child's status	Monitor and track their child's location / Notified at the time of emergency	Foster the feeling of safety within the community / Child Abduction rate gets reduced / The device is trustworthy and reliable.
Touch point **What part of the product do they interact with?**	A wearable device for the child	Device is easily operable / Connect the product to the parent's device	The child wears the product / Location of the child is shared 24/7 / Panic button is used at the time of emergency	Understands how easily the product is operated / Recommends it to other parents
Opportunities **What could we improve or introduce?**	The design can be made more sleek / The product should be child friendly	Ensure higher throughput / Ensure Data Efficiency	Ensure Network Connectivity / Must be comprehendi ble for the child / Ensure Data Efficiency	Must ensure that product is up to the mark