

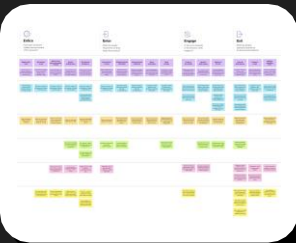


Customer experience journey map

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.

	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>WHAT THE DEVICE IS?</div> <div>Allows parents to keep a track of thier child's activities and loctaion easily</div>	<div>WHAT DO PEOPLE EXPERIENCE?</div> <div>The wearable device has a lot of inbuilt features to track the location of the child</div>	<div>WHAT ABOUT SAFETY?</div> <div>Creates a secure environment for children to move around.</div>	<div>HOW PARENTS KNOW CHILD IN DANGER?</div> <div>Notifying parents of any abnormalities</div>	<div>HOW TO THEY KNOW THE LOCATION?</div> <div>The exact location ofthe child would be known to the parents and can be verified in thewebsite too.</div>
<div></div> <div>Interactions</div> <div>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>	<div>The device works on IBM watson platform</div>	<div>It uses IBM's cloud services to store data about the child's location</div>	<div>The gadget will make use of GPS and a python script to publish the location details to the IBM IoT platform</div>	<div>The wearable sends immediate alerts to the user if the child crosses the geofence</div>	<div>Data is stored in a web application is user friendly and secure created using the Node Red Service.</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>High performance in terms of simple usage and security.</div>	<div>Any time usage backed up by power supply.</div>	<div>To safeguard the child from threats</div>	<div>This device continuously monitors the individual wearing it</div>	<div>Increased safety and security.</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Creates a secure environment for children to move around.</div>	<div>High level with increase in performance</div>	<div>Increased reliability towards technology and reduced reliability towards guardians</div>	<div>clearly rings an alarm which the nearby public can immediately react</div>	<div>Panic button helps the child feel more safer and enhances security.</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>The battery life required for these devices is more</div>	<div>Material should be fexible</div>	<div>Material should be non irritable to skin</div>	<div>Comfort of the user should be given more priority</div>	<div>Location updates should be fast</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Additional sensors can be added to improve accuracy</div>	<div>Solar batteries improve the life of system</div>	<div>More features like geofencing can be integrated</div>	<div>The device must be non removable to track the child's activity</div>	<div>The device must be affordable/cost effecient</div>

