IoT Based Safety Gadget for Child Safety Monitoring & Notification

SCENARIO

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Steps

What does the person (or group) typically experience?

What interactions do they have at

People: Who do they see or talk to?

Places: Where are they?

Things: What digital touch-points

Goals & motivations

At each step, what is a person's primary goal or motivation?

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

What steps does a typical person find frustrating, confusing, angering,

Areas of opportunity

better? What ideas do we have? What have others suggested?

Entice

How does someone initially become aware of this process?

Child safety section of the toy shops, kids apps,

Visit website or app

Specifications section of our Main

Our product expert starts observing the customer

within the website, iOS app

Enter

What do people

experience as they

begin the process?

Engage

happens?

In the core moments

in the process, what

Exit

gadget

Often product get activated when the o is alone

Depending on the situation, the product alerts the

Help me leave the child at home with good feelings and no anxieties

What do people

typically experience

as the process finishes?

What happens after the

experience is over?

Extend

Interactions

each step along the way?

orphysical objects would they use?

("Help me..." or "Help me avoid...")

People like reviewing their past orders

If other users interact with this person, they will see these

Help me see what I've bought

Help me see ways to enhance my child's safety even further

Negative moments

costly, or time-consuming?

How might we make each step

Provide a simpler summary to avoid

Could we A/B test different language to see what changes

How might we extend the personal connection to the customer after the purchase is over?