IoT Based Safety Gadget for Child Safety Monitoring & Notification

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Entice

How does someone initially become awareof this process?

Enter

What do people experience as theybegin the process?

Engage

In the core momentsin the process, whathappens?

Exit

What do people typically experience as the process finishes?

Extend

What happens after theexperience is over?

Personalized product suggestionsafter each purchase

Personalizedgadget offers

Personalized recomm endati ons

Purchased itemappears in orders section

Writing & submitti ngreview

Prompt forreview

Provi de thegadget to the child

Experiencethe product

Read thegui de & assemble

Product arrive at tourlocation

Email reminder

Email confirmation

Confirm payment& purcha se gadget

Complete pay mentinformation

Start purchaseof safety gadget

View detail ontheir specificchild

Browseavailable products

Enter age, gender,and bi ometricsof the child

Visit websiteor app

Buying infa nttoys

Steps

What does the person (or group) typically experience?

Post-purchase scree ns web site, iOSapp, or Android app

Custo mer's e mail (software like Outlook or web sitelike Gmail)

Recommendationsspan acro ss web site,iOS app, or Androidapp

Previous purchases section of the profile onthe website, iOS app, or Android app

"Leave a review" modal window within the profileon the website, iOS app, or Android app

Custo mer's e mail (software like Outlook or web site like Gmail)

Direct interactions between child and gadget

Direct interactions with the product

Direct interactions with the manual

Gadget arrives in a wellpacked fragile-labeled package

Custo mer's e mail (software like Outlook or web site like Gmail)

Custo mer's e mail (software like Outlook or web site like Gmail)

Payment o verlay within the website,iOS app, or Android app

Payment o verlay within the website,iOS app or Android app

Shopping page of ourwebsite app

Plan page of ourweb site or app

Plan page of ourwebsite app

Specifications section of ou r Mainapp page or websit e

Our main ap p pageor website

Child safety section of the toyshops, kids apps, or kids stores

Interactions

If other usersinteractwith thisperson, theywill see these purcha sed items also

To some degree, this is communicating indirectly with the product expert, w h o w i l l s e e t h e i r r e v i e w

Often product gets activatedwhen the childis alone

Sometimes, the userneeds to refer the manua l again for c e r t a i n i n s t r u c t i o n s

The customer looks for the manua l or guide,often from the box as t h e y o p

en the package

Our product expertstarts observing the customer

What interactions do they have at each step along the way?

People: Who do they see or talk to?

Places: Where are they?

Depending on the situation, the product alerts the parents

Most common setups people have to ensureare internet, electricity etc

Things:

What digital touch-points or physical objects would they us

e
?

Help me see ways to enhance my child's safety e ven furth er

Help me s ee what I could be b uying next

Help me s ee what I've bought before

Help me spread the word about a great product or provide watch-outs and feedback for one that was not so good

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

Help me make the most of this gadget

Help me feel good about my decision to buy this gadget

Help me feel confident about how to assemble the product

Help me make sure I don't forget about my product so that I don't waste money or get disappointed

Help me fee l confident that my purchase is finalized and tell me what to do next

Help me fee l confident that my purchase is finalized and tell me what to do next

Help me get through this pa yment part without too much hassle

Help me commit to using this product

Help me understand what this gadget is all about

Help me s ee what they have to offer

Help me avoid seeing unwanted child safety products that I don't need

Help me ha ve more idea on child safety products available

Ensure m y child safety

Goals & motivations

At each step, what is a person's prim

ary goal or motivation? ("Help me..." or "Help me avoid...")

After this, Peo plegenerally leave home s feeling relieved

People lov e the product, we ha ve a98%satisfaction rating

Our instruction manua lstend to be sogood that people are reassured when they read it

We've heard from several people that the reminderemails were essential, especially if they placed orders way in advance

Current pa yment flow is very bare-bones andsimple

Excitement about thepurchase
(" Here we go!")

Gadget workings,uses, videos,andexplanations areexciting to see

It's fu n to look at optionsand imagine buying each product and using
them at ho me

We think people like theserecommendations
because they have an
extremely high engagement rate

People like reviewing theirpast orders

Positive moments

It's reassuring to readrevie ws writ ten byprevious users ofthe product

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n, motivating, delightful, or exciting?

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Trepidation about the purchase ("I hope this will be worth it!")

People expre ss a bit of fear of commitment at this step

Several people expressed "information overload" as they browse

People may get confused if the interface asks for too much info

People describe leaving a revie w as an arduous process

Custo mers r eport feeling review fatigue

People are doubtful whether the product might work in a stable

manner

Sometimes people are confused at certain steps

People expressed anxiety about assembling the product

People fee l peer pressure to use a safety gadget on a child instead of hiring a nanny

We have very low review rates (15% of people provide a review)

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

If you don't follow this path immediately after your purchase, could we send a follow-up?

Could we automatically carry over the details of your child? (e.g. via a cookie)

Make it easier to compare and shop for experiences without having to click on them

Provide a simpler summary to avoid information overload

Show highlights or common phrases from reviews, or "award-winning" badges?

How might we make our manual easily understandable (via colorful illustrations?)

How might we make it clear that the product would give 100% efficiency?

How might we equip people to have a back-up in case the product fails?

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

How might we progressively disclose the full review so that each step feels more simple?

How might we help people celebrate and remember things they've bought in the past?

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