

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.

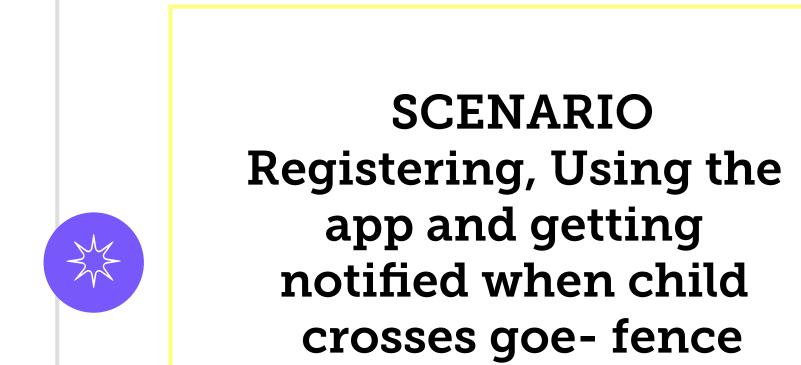
Created in partnership with

Product School

DATE: 06-11-2022

TEAM ID:PNT2022TMID36623

PROJECT NAME: Safety Gadget for Child Safety Monitoring & Notification



Document an existing experience

Entice How does someone

initially become aware

Researching

alternatives to

ensure safety of

child in absence

of caretaker

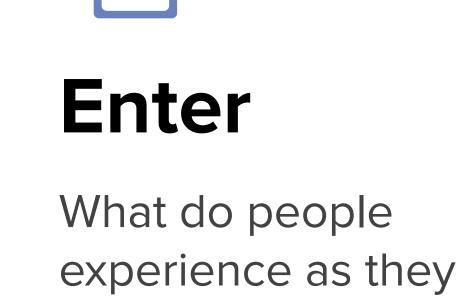
Online advertisements/

Social media/Hear from friends

of this process?







begin the process?



happens?

Engage

In the core moments

in the process, what



As you add steps to the

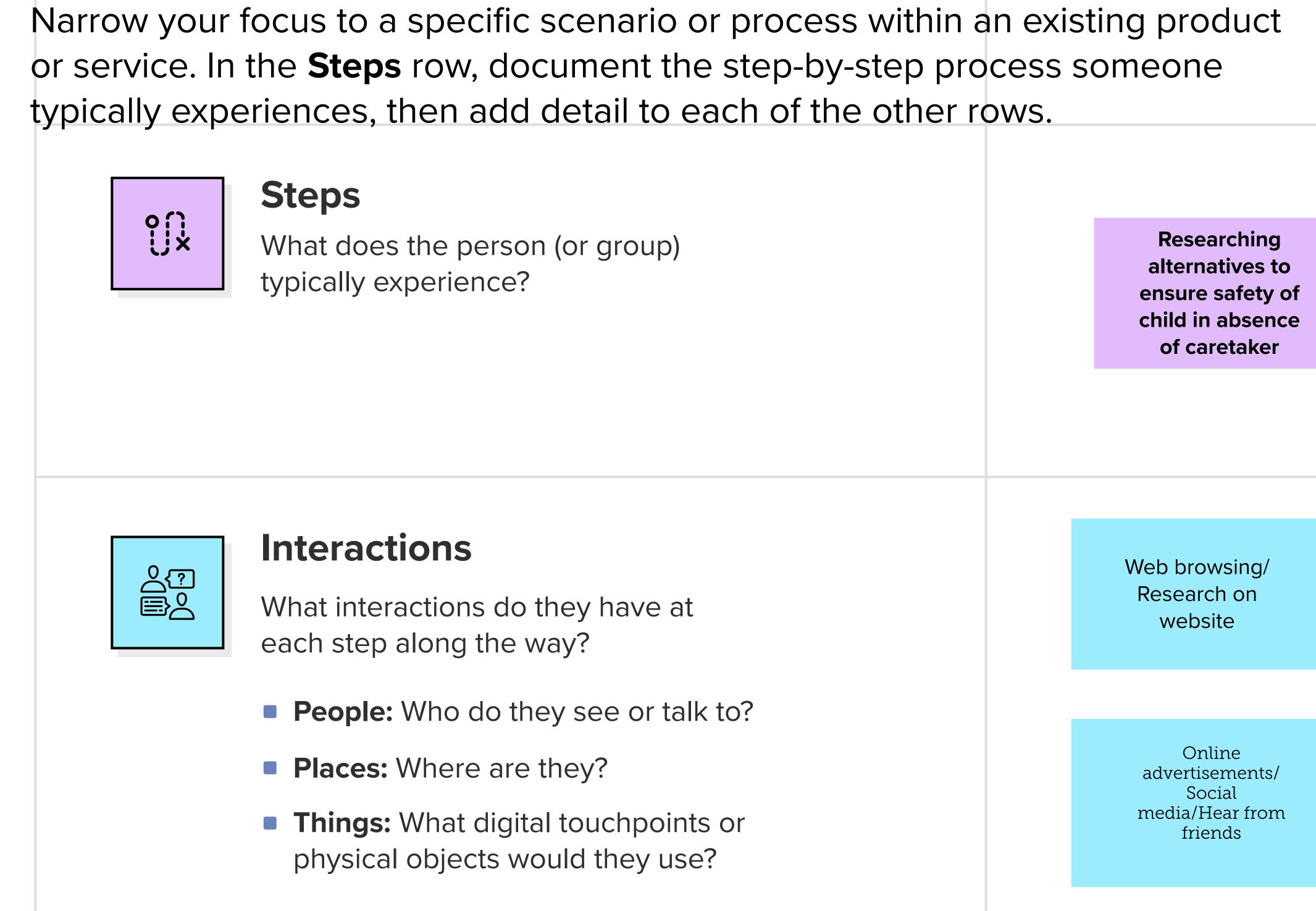
experience, move each these

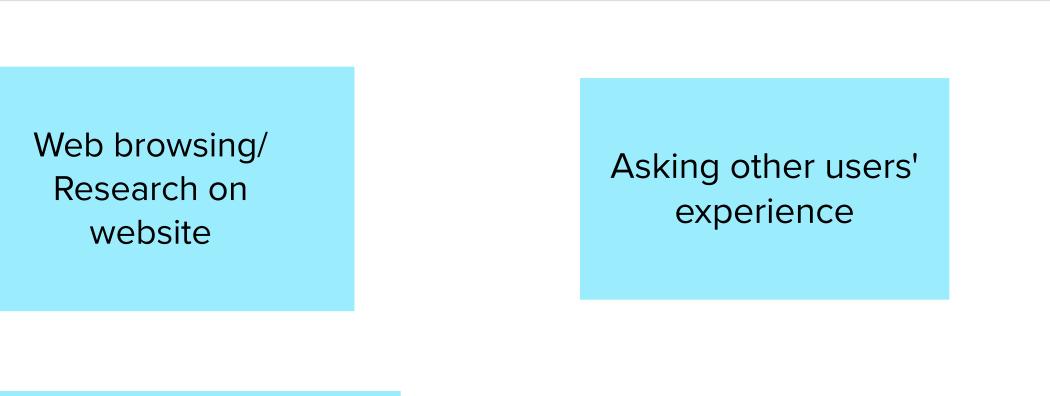
Exit What do people typically experience as the process finishes?



Extend What happens after the

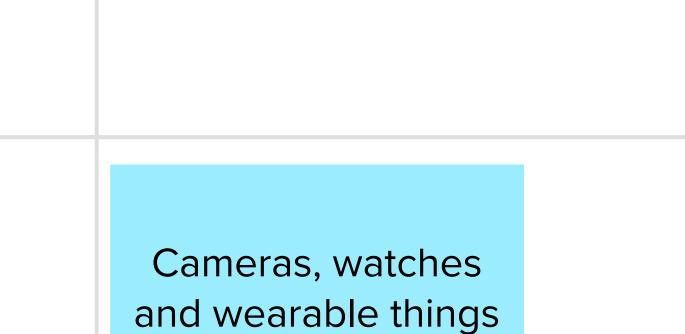
experience is over?





Need of guardian to

ensure safety



wearable



Be positive and move



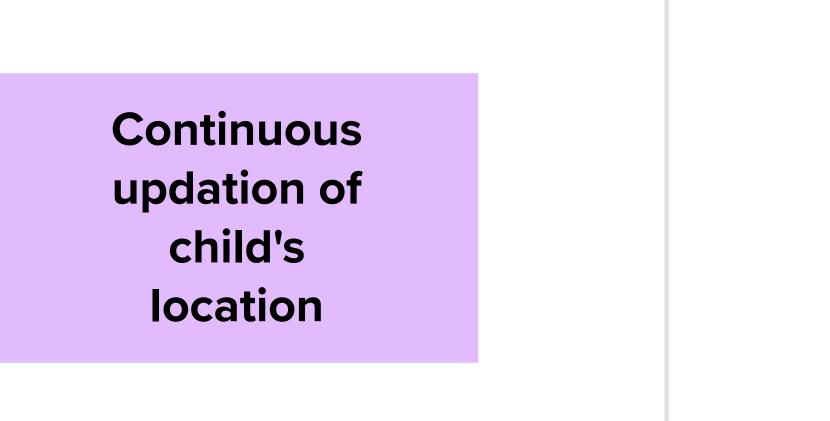
The gadget will

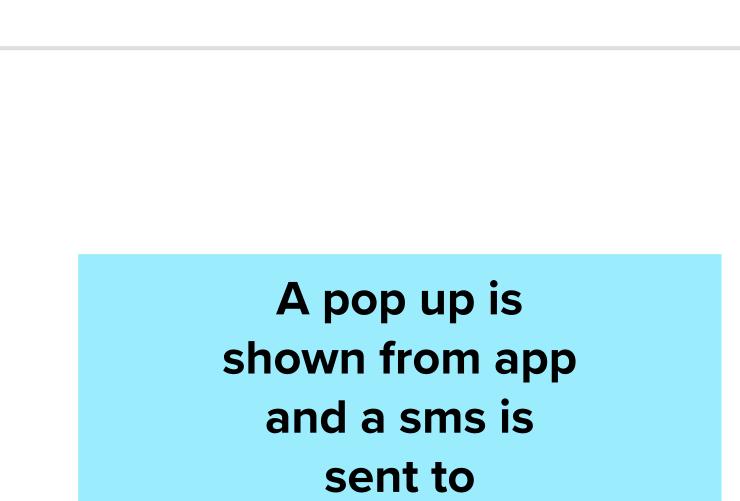
make use of GPS

and a python script

location details to

the IBM IoT





guardians

alerting them

this device

continuously

individual

monitors the

wearing it

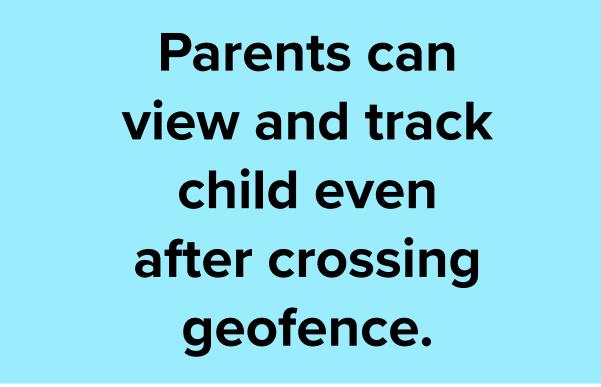
Alerting

guardians in

case of possible

dangerous of

crossing the



increased

security

Live location

of child is

sent to

parents after

alerting them



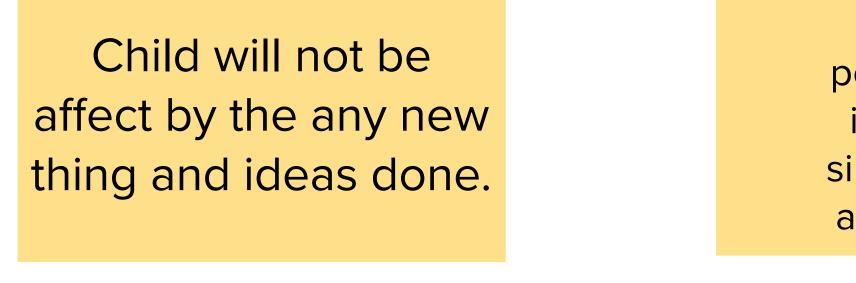
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments

What steps does a typical person

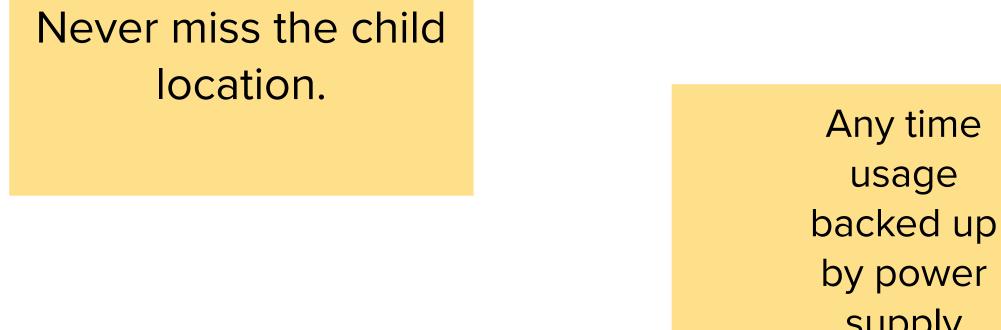
motivating, delightful, or exciting?

find enjoyable, productive, fun,



High performance in terms of and security

Comparing available solutions



Features and User

Interface of application

Child is in contact with

the wearable

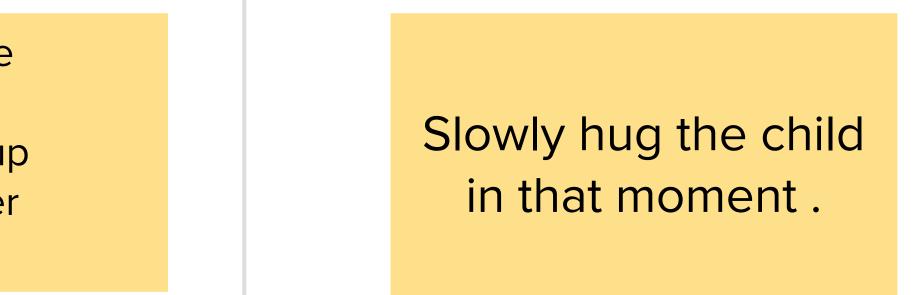
IoT device

Guardians can

access the

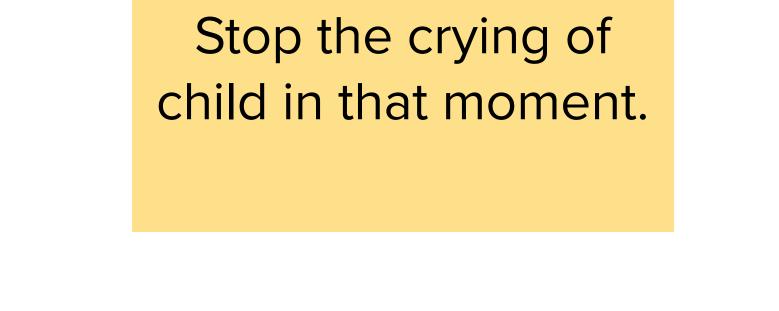
application from anywhere

High level with increase in performance.



Give motivate and

chlld.



Give the child to

positive vibes in that

moment.



and reduced

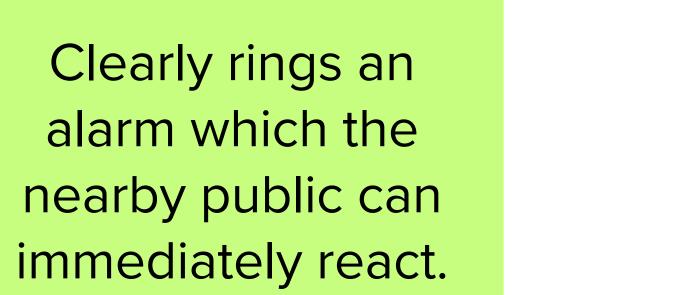
Guardian will

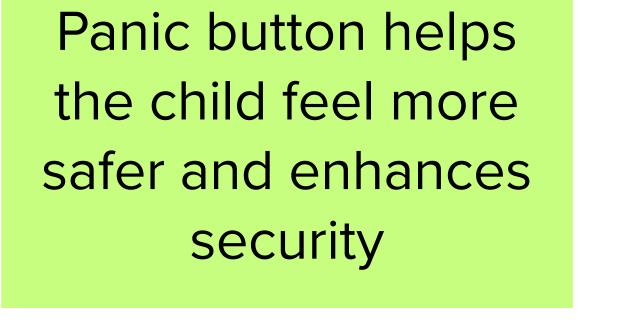
interact with

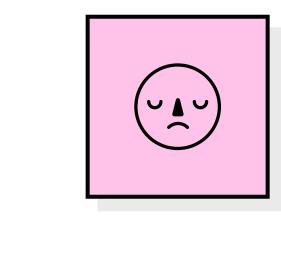
application to

monitor child

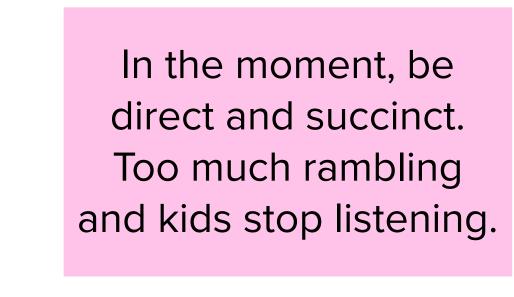








Negative moments



Be positive when you

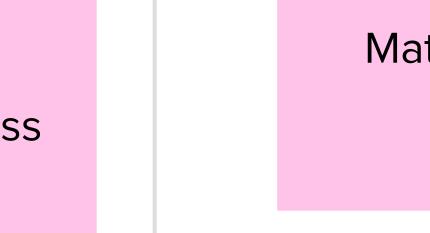
with child, make fun

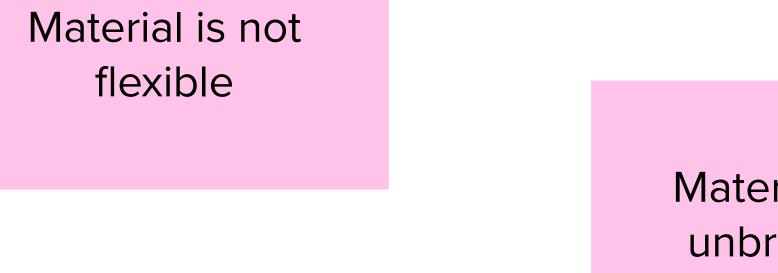
alone the child.

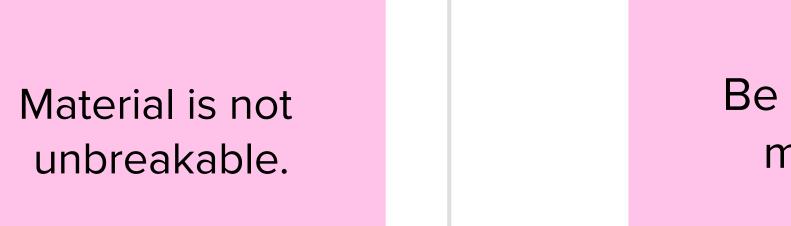
Battery life is less

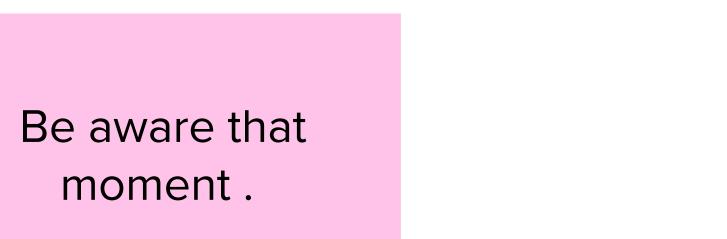
Creates a secure

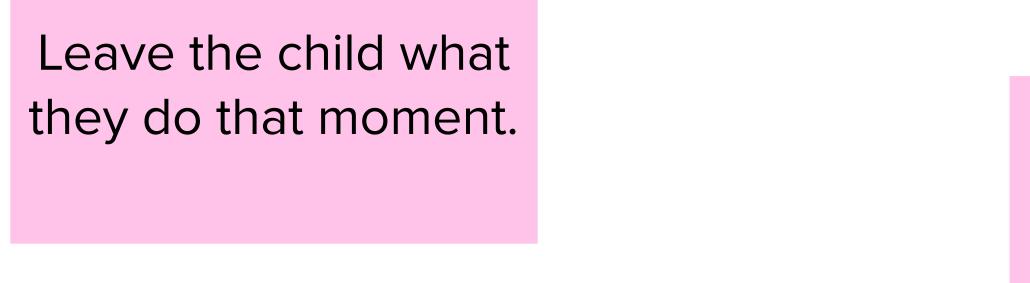
around.

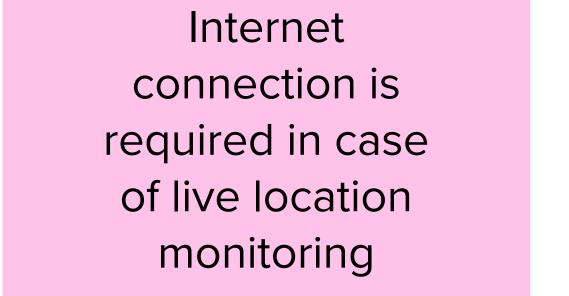


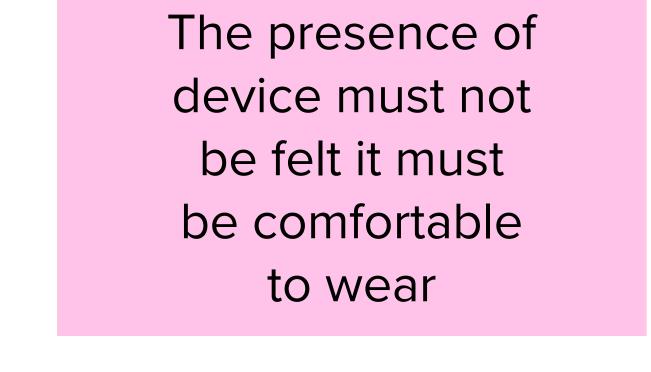
















Areas of opportunity What have others suggested?

used when child scared in power off.

Sweat powered to recharge the

friendly materials

Some problem

Live location can be sent to guardian

The device must be non removable to track the child's

The device must be affordable and up to the

