IoT Based Safety Gadget for Child Safety Monitoring & Notification

SCENARIO

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Steps

What does the person (or group) typically experience?

Entice

How does someone initially become aware of this process?

Visit website or app

Engage

happens?

In the core moments

in the process, what

Exit

What do people

typically experience

as the process finishes?

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

Interactions

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

People: Who do they see or talk to?

Places: Where are they?

Things: What digital touch-points orphysical objects would they use?

Goals & motivations

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

What steps does a typical person find enjoyable, productive, fun,

find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity

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

Child safety section of the toy shops, kids apps,

Specifications section of our Main

Enter

What do people

experience as they

begin the process?

within the website, iOS app

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

gadget

Often product get activated when the c is alone

situation, the product alerts the

Help me see what I've bought

Help me see ways to enhance my child's

Positive moments

motivating, delightful, or exciting?

Negative moments

What steps does a typical person

Provide a simpler summary to avoid

Extend

What happens after the experience is over?

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?