

CUSTOMER JOURNEY MAP

Date	27 october 2022
Team ID	PN2022TMID32971
Project Name	IOT BASED SAFETY GADGETS FOR CHILD SAFETY MONITORING AND NOTIFICATIONS.
Maximum Marks	4 Marks

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.

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.

	Briefing How does someone already become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments of the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) actually experience?	Step 1: Initial contact Step 2: Initial contact Step 3: Initial contact	Step 4: Initial contact Step 5: Initial contact Step 6: Initial contact	Step 7: Initial contact Step 8: Initial contact Step 9: Initial contact	Step 10: Initial contact Step 11: Initial contact Step 12: Initial contact	Step 13: Initial contact Step 14: Initial contact Step 15: Initial contact
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 touchpoints or physical objects would they use?	Interaction 1 Interaction 2 Interaction 3	Interaction 4 Interaction 5 Interaction 6	Interaction 7 Interaction 8 Interaction 9	Interaction 10 Interaction 11 Interaction 12	Interaction 13 Interaction 14 Interaction 15
Goals & motivations At each step, what is a person's primary goal or motivation? (They see...? They are asked...?)	Goal 1 Goal 2 Goal 3	Goal 4 Goal 5 Goal 6	Goal 7 Goal 8 Goal 9	Goal 10 Goal 11 Goal 12	Goal 13 Goal 14 Goal 15
Positive moments What does someone enjoy about their experience? What are enjoyable predictions, too, including, delightful or exciting?	Moment 1 Moment 2 Moment 3	Moment 4 Moment 5 Moment 6	Moment 7 Moment 8 Moment 9	Moment 10 Moment 11 Moment 12	Moment 13 Moment 14 Moment 15
Negative moments What does someone struggle with or find frustrating, confusing, engaging, costly, or time-consuming?	Moment 16 Moment 17 Moment 18	Moment 19 Moment 20 Moment 21	Moment 22 Moment 23 Moment 24	Moment 25 Moment 26 Moment 27	Moment 28 Moment 29 Moment 30
Areas of opportunity Where did you catch each step where either someone struggles or where there are other suggestions?	Opportunity 1 Opportunity 2 Opportunity 3	Opportunity 4 Opportunity 5 Opportunity 6	Opportunity 7 Opportunity 8 Opportunity 9	Opportunity 10 Opportunity 11 Opportunity 12	Opportunity 13 Opportunity 14 Opportunity 15