

Project Design Phase-II Customer Journey

Date	17 October 2022
Team ID	PNT2022TMID30282
Project Name	IOT Based Safety Gadget For Child Safety Monitoring & Notification
Maximum Marks	4 Marks

Template

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

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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.

SCENARIO

Safety gadget for child safety monitoring and notification

Entice

How does someone initially become aware of this process?

Enter

What do people experience as they begin the process?

Engage

In the core moments in the process, what happens?

Exit

What do people typically experience as the process finishes?

Steps

What does the person (or group) typically experience?

Parent can create a Geofence

Parent can also create a geo-application

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?

Connect with Child

Frequently monitoring

Goals & motivations

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

Keep a eye on Child

Prevent Child missing

Positive moments

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

Satisfied parents

Child will be safe without caretaker

Easy to use

Negative moments

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

Alert buzzer is not given

Not showing accurate GPS location

Message along with location is not sent

Areas of opportunity

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

Absence of caretaker

Alert buzzer along with message

Alternative option if message fails not been sent

Updating location of the Child

Location of the Child sent occasionally

Analysis of application

Aware the parents

Periodically updated

Parents needs are meet

Connection close when GPS is unfair

Location is sent

Geofence location is set

Regular updates

Budget friendly

Regular updates are not sent

More features to be add

Where no one is able to take care of child

Ratings may not asked frequently

TIP

As you add steps to the experience, move each these "Free Ed" the left or right depending on the scenario you are documenting.