IoT Based Safety Gadget for Child Safety Monitoring & Notification

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SCENARIO

IoT Based Safety Gadget for Child Safety Monitoring & Notification

Stages

Stage	Description
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?
Extend	What happens after the experience is over?

Steps
What does the person (or group) typically experience?

Entice: Buying infant toys · Visit website or app · Enter age, gender, and biometrics of the child · Browse available products · View detail on their specific child

Enter: Start purchase of safety gadget · Complete payment information · Confirm payment & purchase gadget · Email confirmation · Email reminder

Engage: Product arrive at tour location · Read the guide & assemble · Experience the product

Exit: Provide the gadget to the child · Prompt for review · Writing & submitting review

Extend: Purchased item appears in orders section · Personalized recommendations · Personalized gadget offers · Personalized product suggestions after each purchase

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 or physical objects would they use?

Entice: Child safety section of the toy shops, kids apps, or kids stores · Our main app page or website · Specifications section of our Main app page or website · Plan page of our website app · Plan page of our website or app / Our product expert starts observing the customer

Enter: Shopping page of our website app · Payment overlay within the website, iOS app or Android app · Payment overlay within the website, iOS app, or Android app · Customer's email (software like Outlook or website like Gmail) · Customer's email (software like Outlook or website like Gmail)

Engage: Gadget arrives in a well packed fragile-labeled package / The customer looks for the manual or guide, often from the box as they open the package · Direct interactions with the manual · Direct interactions with the product / Sometimes, the user needs to refer the manual again for certain instructions / Most common setups people have to ensure are internet, electricity etc

Exit: Direct interactions between child and gadget / Often product gets activated when the child is alone / Depending on the situation, the product alerts the parents · Customer's email (software like Outlook or website like Gmail) · "Leave a review" modal window within the profile on the website, iOS app, or Android app / To some degree, this is communicating indirectly with the product expert, who will see their review

Extend: Previous purchases section of the profile on the website, iOS app, or Android app / If other users interact with this person, they will see these purchased items also · Recommendations span across website, iOS app, or Android app · Customer's email (software like Outlook or website like Gmail) · Post-purchase screens website, iOS app, or Android app

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

Entice: Ensure my child safety · Help me have more idea on child safety products available · Help me avoid seeing unwanted child safety products that I don't need · Help me see what they have to offer · Help me understand what this gadget is all about

Enter: Help me commit to using this product · Help me get through this payment part without too much hassle · Help me feel confident that my purchase is finalized and tell me what to do next · Help me feel confident that my purchase is finalized and tell me what to do next · Help me make sure I don't forget about my product so that I don't waste money or get disappointed

Engage: Help me feel confident about how to assemble the product · Help me feel good about my decision to buy this gadget · Help me make the most of this gadget

Exit: Help me leave the child at home with good feelings and no anxieties · Help me spread the word about a great product or provide watch-outs and feedback for one that was not so good

Extend: Help me see what I've bought before · Help me see what I could be buying next · Help me see ways to enhance my child's safety even further

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

Entice: It's fun to look at options and imagine buying each product and using them at home · Gadget workings, uses, videos, and explanations are exciting to see / It's reassuring to read reviews written by previous users of the product

Enter: Excitement about the purchase ("Here we go!") · Current payment flow is very bare-bones and simple · We've heard from several people that the reminder emails were essential, especially if they placed orders way in advance

Engage: Our instruction manuals tend to be so good that people are reassured when they read it · People love the product, we have a 98% satisfaction rating

Exit: After this, People generally leave homes feeling relieved · People like reviewing their past orders

Extend: We think people like these recommendations because they have an extremely high engagement rate

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

Entice: People may get confused if the interface asks for too much info · Several people expressed "information overload" as they browse · People express a bit of fear of commitment at this step

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

Engage: People expressed anxiety about assembling the product · Sometimes people are confused at certain steps

Exit: People are doubtful whether the product might work in a stable manner / People feel peer pressure to use a safety gadget on a child instead of hiring a nanny · Customers report feeling review fatigue / We have very low review rates (15% of people provide a review) · People describe leaving a review as an arduous process

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

Entice: 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?

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

Exit: 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? / How might we eliminate the apprehension on AI? · 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?

Extend: 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?