SCENARIO  Browsing, booking, attending, and rating a local city tour  CUSTOMER JOURNEY MAP FOR CHILD SAFETY DEVICE	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 pertypically expans the process	Extend  ople perience ess finishes?   Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	what the device is ?  allows parents to keep a track of the child's activities and location easily	WHAT DO PEOPLE EXPERIANCE?  The device has a GPS to track the child 's location  The wearable device has a lot of inbuild features to track the location of the child	Create a secure environment for children to move around  Create a secure environment for children to move around  Instantaneous tracking and updation of child 's location  Geofencing	Notifying parents of any abnormalities	The exact location of the child would be known the parents and can be verified in the website too.
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?	The device works on IBM watson platform	It users IBM 's cloud services to store data about the child 's location	The gadget will male use of GPS and a python script to publish the location details to the IBM IOT platform	The wearable sends immetiate alerts to the users if the child crosses the Geofencing	Data is stored in a web application is user friendy and secure created using the Noo-Red Servee,
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	High Performance in terms of simple usage and security	Any time usage backed up by power supply	To safeguard the child from threads	This device continuously monitors the individual wearing it.	Increased safety and security.
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Create 's a secure environment for children to move around	High level with increase in performance	Increased reliability towards technology and reduced reliability towards guardians	clearly rings an alarm which the nearby public can immediately react to	Panic button helps the child feel more safer and enhances security.
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The Battery life required for the devices is more	Material should be flexible	Material should be non irritable to skin	Comfort of the user should be given more priority	Location updates should be fast
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Additional sensors can be added to improve accuracy	Solar batteries improve the life of system	More features like Geofencing can be integrated	The device must be non removable to track the child's activity	The device must be affordable/ cost efficient