

IoT Based Safety Gadget for Child Safety Monitoring & Notification

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SCENARIO

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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?

Buying information toys

Visit website or app

Enter age, gender, and biometrics of the child

Browse available products

View detail on their specific child

Start purchase of safety gadget

Complete payment information

Confirm payment & purchase gadget

Email confirmation

Email reminder

Product arrive at tour location

Read the guide & assemble

Experience the product

Provide the gadget to the child

Prompt for review

Writing & submitting review

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?

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 web site or app

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)

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Gadget arrives in a well-packed fragile-labeled package

Direct interactions with the manual

Direct interactions with the product

Direct interactions between child and gadget

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

Previous purchases section of the profile on the website, iOS app, or Android app

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

People: Who do they see or talk to?

Places: Where are they?

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

Goals & motivations

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

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

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

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

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

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?

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

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

Our instruction manual is tend to be sagged that people are reassured when they read it

People love the product, we have a 98% satisfaction rating

After this, people generally leave home's feeling relieved

People like reviewing their past orders

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?

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

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

People expressed anxiety about assembling the product

Sometimes people are confused at certain steps

People are doubtful whether the product might work in a stable manner

Customers report feeling review fatigue

People describe leaving a review as an arduous process

People feel peer pressure to use a safety gadget on a child instead of hiring a nanny

We have very low review rates (15% of people provide a review)

How might we make it clear that the product would give 100% efficiency?

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?

How might we help people celebrate and remember things they've bought in the past?

How might we equip people to have a backup in case the product fails?

How might we eliminate the apprehension on AI?

Areas of opportunity

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

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?