

<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div> <div>CUSTOMER JOURNEY MAP FOR CHILD SAFETY DEVICE</div> <div></div>	<div><div>!</div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div>➞</div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div>🔄</div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div>➞</div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div>🕒</div><div>Extend</div><div>What happens after the experience is over?</div></div>	
<div><div>📌</div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>what the device is ?</div><div>allows parents to keep a track of the child's activities and location easily</div></div>	<div><div>WHAT DO PEOPLE EXPERIANCE ?</div><div>The device has a GPS to track the child 's location</div><div>The wearable device has a lot of inbuild features to track the location of the child</div></div>	<div><div>Create a secure environment for children to move around</div><div>Instantaneous tracking and updation of child 's location</div><div>Geofencing</div></div>	<div><div>Notifying parents of any abnormalities</div></div>	<div><div>The exact location of the child would be known to the parents and can be tracked in the wearable tool.</div></div>	
<div><div>👥</div><div>Interactions</div><div>What interactions do they have at each step along the way?<ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div><div>INTERACTION</div><div>The device works on IBM watson platform</div></div>	<div><div>It users IBM 's cloud services to store data about the child 's location</div></div>	<div><div>The padges will make use of GPS and a python script to store data about the location details to the IBM IOT platform.</div></div>	<div><div>The wearable sends immediate alerts to the users if the child crosses the Geofencing</div></div>	<div><div>Data is stored in a web application to user freely and secure access using the Mobile Red for vice.</div></div>	
<div><div>💡</div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>High Performance in terms of simple usage and security</div></div>	<div><div>Any time usage backed up by power supply</div></div>	<div><div>To safeguard the child from threads</div></div>	<div><div>This device continuously monitors the individual wearing it.</div></div>	<div><div>Increased safety and security.</div></div>	
<div><div>😊</div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Create 's a secure environment for children to move around</div></div>	<div><div>High level with increase in performance</div></div>	<div><div>Increased reliability towards technology and reduced reliability towards guardians</div></div>	<div><div>Identify rings an alarm which the nearby public can immediately react to</div></div>	<div><div>panic button helps the child feel more safer and enhances security.</div></div>	
<div><div>😞</div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>The Battery life required for the devices is more</div></div>	<div><div>Material should be flexible</div></div>	<div><div>Material should be non irritabile to skin</div></div>	<div><div>Comfort of the user should be given more priority</div></div>	<div><div>Location updates should be fast</div></div>	
<div><div>💡</div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>Additional sensors can be added to improve accuracy</div></div>	<div><div>Solar batteries Improve the life of system</div></div>	<div><div>More features like Geofencing can be integrated</div></div>	<div><div>The device must be non removable to track the child's activity</div></div>	<div><div>The device must be affordable/ cost efficient</div></div>	