

Project Design Phase-II

Customer Journey Map

| | |
|--------------|--|
| Date | 18 October 2022 |
| Team ID | PNT2022TMID14022 |
| Project Name | IOT Based Safety Gadget for Child Safety Monitoring and Notification |

| 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? |
|---|--|---|--|--|
| Steps What does the person (or group) typically experience? | | <p>parent finds device</p> <p>child learns what the device is for and how to use it</p> | <p>parent is introduced to the device by a friend or family member</p> <p>parent is shown how to use the device</p> <p>parent is shown how to use the device</p> | <p>parent is introduced to the device by a friend or family member</p> <p>parent is shown how to use the device</p> <p>parent is shown how to use the device</p> |
| Interactions 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? | | <p>Interactions</p> <p>The device is used to monitor the child's location</p> | <p>Interactions</p> <p>The device is used to monitor the child's location</p> | <p>Interactions</p> <p>The device is used to monitor the child's location</p> |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | | <p>High performance in terms of security</p> | <p>Parent is able to monitor the child's location</p> | <p>Parent is able to monitor the child's location</p> |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | | <p>Parent is able to monitor the child's location</p> | <p>Parent is able to monitor the child's location</p> | <p>Parent is able to monitor the child's location</p> |
| Negative moments What steps does a typical person find frustrating, confusing, angering, empty, or time-consuming? | | <p>The device is not able to monitor the child's location</p> | <p>Parent is able to monitor the child's location</p> | <p>Parent is able to monitor the child's location</p> |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | | <p>Parent is able to monitor the child's location</p> | <p>Parent is able to monitor the child's location</p> | <p>Parent is able to monitor the child's location</p> |