Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

Product School

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

	ENTICE How does someone initially become aware of this process	Enter What do people experience as they begin the process?	Engage At 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?	Because caregivers wouldn't watch over elderly people almost all time. this opportunity employed.	They will come to know that they are being monitored by the caretakers or doctors by 24x7	The best monitoring systems on the market will be sought after by caregivers.	They will discover that the system is pricey.	Caretakers will be secure if they purchase an affordable system that allows them to detect and notify whenever any emergency is required.
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?		Conditions cannot able to monitor them for 24x7	Elderly persons will assign permanently such as caretakers to monitor or provide for them.	They are confident that the product would be user-friendly.	They Will dismiss the caregiver who was hired to do the caretaking duties
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Monitor the elderly people for 24x7	They can take care of themselves without any help.	To safeguard and recognise the warning at any time	should seek for a better answer	monitoring as well as notify the health personnel or caregivers
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Individuals find that taking care of the elderly may be significantly easier than in the before.	seeking others' assistance to look for them all day	Making faults that must be fixed in the subsequent action	In the future, we need to develop a better way to safeguard independent seniors than this.	Should never again carry out the previous process in its totality
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	It must be challenging to protect older individuals in emergency situations.	It must be riskier in case there when low blood pressure and heart rate come unexpectedly.	When all safety measures fail, it results in a complete loss of income.	Loss of money and the money invested on measures to protect independent people	No system can adequately protect them from protecting senior citizens.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Have a deep Analysis about the place and season in order to know their heartbeat rates.	Elderly people who prefer to live independently should acquire personal support.	When an elderly person is in need or in an emergency, this system will be alerted and detect it.	The elderly enjoy happy lives free from any inconveniences caused by caregivers.	They can live a prosperous life without any concerns, and assistance was provided when needed in any situation.

Share template feedback

Need some inspiration?
See a finished version of this template to kickstart your work.

Open example

Solution

Requirements (Functional & Non functional)

Functional Requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Registration	Registration through Form Registration through Gmail
FR-2	User Confirmation	Confirmation via Email Confirmation via OTP
FR-3	Access Cloud services	Access the cloud service with correct credentials Store the details in the database Retrieve needed information for the user's operation

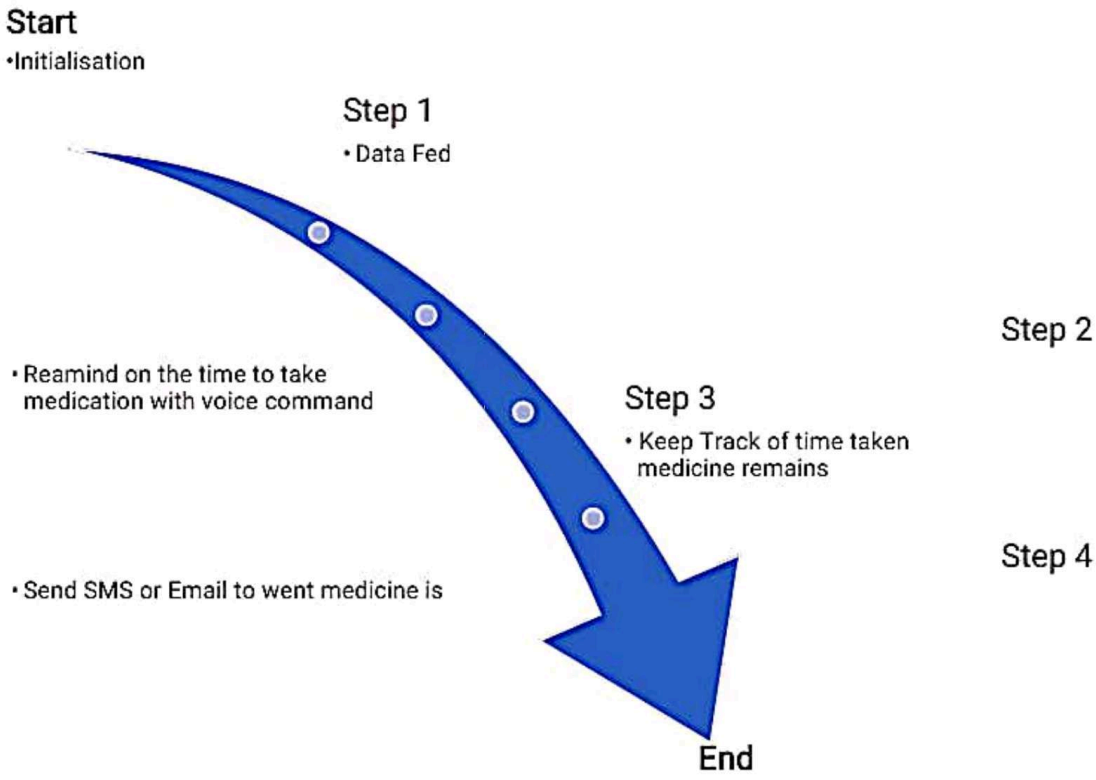
FR-4	IOT configuration	Fine Tuning the IOT device based on preference Access the Cloud DB via device Manage the request and response effectively

Non-functional Requirements:

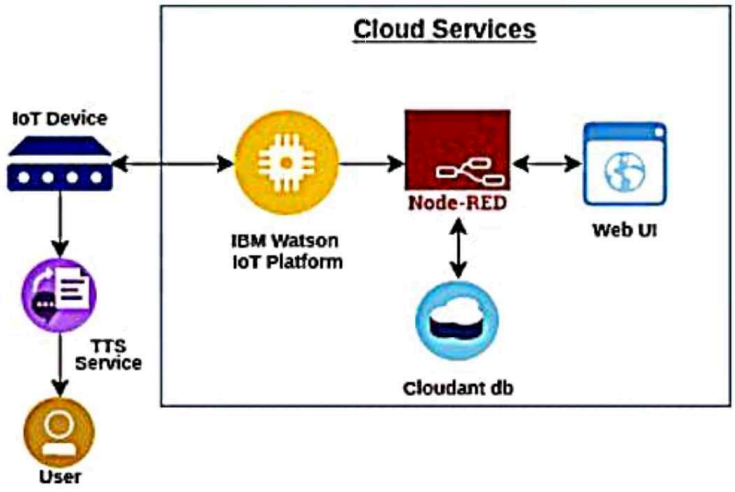
Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	Usability	App can be used by anyone who has operational knowledge about internet and computer.
NFR-2	Security	For security, TFA is enabled and biometrics are alsoadded for user safety.
NFR-3	Reliability	Highly reliable since, It uses Trusted cloud services like IBM
NFR-4	Performance	Performance is better compared to other market products.
NFR-5	Availability	Available on mobile app. Web version is getting ready for next release.
NFR-6	Scalability	Using Cloud services, makes the scalability higher the using traditional database.

Dataflow Diagram:



Technical Architecture:



User Stories

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Customer (citizen)	Registration	USN-1	As a user, I can register for the application by confirming OTP and access manually	can access my account .	High	Sprint-1
Customer (Doctor)	User Requirements	USN-2	As a user, I want to monitor patient 24/7.	I can receive confirmation email & click confirm.	High	Sprint-1
Customer (Care takers)	Confirmations	USN-3	As a user, I can register and confirm through e-mail OTP.	I can register & access the dashboard with Facebook Login.	Low	Sprint-2
Customer (Elderly people)	Payment options	USN-4	As a user, I can pay through Cash on Delivery or else with Credit/Debit card.	I can register or pay through login Dashboard.	Medium	Sprint-1
Administrator	Dashboard	USN-5	As a user, I can log into the application by entering mail and password.	I want to access customer Health and save the Data 24/7.	High	Sprint-1

Technical Architecture :

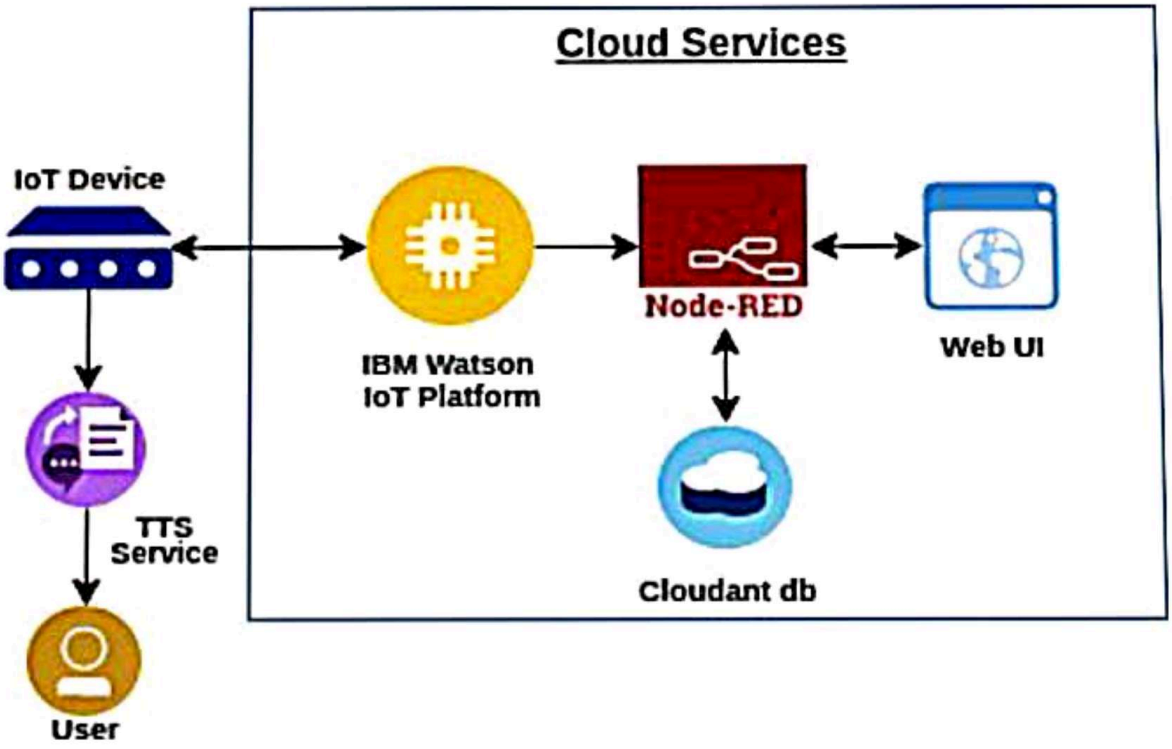


Table-1: Components & Technologies:

S.No	Component	Description	Technology
1.	User Interface	Mobile App	HTML, CSS, JavaScript Python
2.	Application Logic-1	Mobile App to enter the Medicine Details weekly	
3.	Application Logic-2	Gets the medication data from database	IBM Watson IoT API Call data
4.	Application Logic-3	Converts the text to speech to pronunciation for the user	IBM Watson Assistant
5.	Database	Medication time and tablets name on daily and	MySQL
6.	Cloud Database	Call the data IBM Cloudant is used and user login credentials	IBM DB2, IBM Cloudant
7.	File Storage	App code and IoT credentials are stored and API keys	IBM Block Storage
8.	External API-1	To get the medicine box status Open or not	IBM box status API
9.	External API-2	To get the login credentials in IBM DB2	Username and Password API
10.	Machine Learning Model	To convert the text into speech for voice command the tablet details	Text to speech
11.	Infrastructure (Server / Cloud)	To host the server and application	Cloud Foundry, Node Red

Table-2: Application Characteristics:

S.No	Characteristics	Description	Technology
1.	Open-Source Frameworks	To develop the application interface, we use MITApp Inventor	MIT APP INVENTOR
2.	Security Implementations	To secure the users login credentials and personal information	SHA-256, OWASP
3.	Scalable Architecture	To scale the application database	IBM Auto scaling
4.	Availability	To make use the application and data are available 24/7	IBM Cloud load balancer
5.	Performance	To increase the performance the application in hosted in the high-performance instance	IBM Instance