**\_**

### K T

IOT Based Safety Gadget for Child Safety Monitoring & Notification

TEAM ID : PNT2022TMID41960

**Entice**

**SCENARIO**

IOT Based Safety Gadget for Child Safety Monitoring & Notification

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**

**Personalized product suggestions after**

**each purchase**

**Personalized gadget**

**offers**

**Personalized recommendations**

**Purchased item appears in**

**orders section**

**Writing & submitting review**

**Prompt for review**

**Provide the gadget to the child**

**Experience the product**

**Read the guide & assemble**

**Product arrive at tour location**

**Email reminder**

**Email confirmation**

**Confirm payment & purchase gadget**

**Complete payment information**

**Start purchase of safety gadget**

**View detail on their specific child**

**Browse available products**

**Enter age, gender, and biometrics of the child**

**Visit website or app**

**Buying infant toys**

What does the person (or group) typically experience?

## Interactions

Post-purchase screens web site, IOS app, or Android app

Customer's e mail (software like Outlook or web site like Gmail)

Recommendations span across web site, IOS app, or Android app

Previous purchases section of the profile on the website, IOS app,

or Android app

“Leave a review” modal window within the profile on the website, IOS app,

or Android app

Customer's e mail (software like Outlook or web site

like Gmail)

Direct interactions between child and

gadget

Direct interactions with the product

Direct interactions with the manual

Gadget arrives in a well packed fragile-labeled

package

Customer's e mail (software like Outlook or web site

like Gmail)

Customer's e mail (software like Outlook or web site

like Gmail)

Payment overlay within the website, IOS app,

or Android app

Payment overlay within the website, IOS app

or Android app

Shopping page of our website app

Plan page of our web site or app

Plan page of our website app

Specifications section of our Main app page or website

Our main app page or website

Child safety section of the toy shops, kids apps,

or kids stores

What interactions do they have at each step along the way?

If other user interact with this person, they will see these

purcha sed items also

To some degree, this is communicating indirectly with the product expert,

Who will see their review

Often product gets activated when the child is alone

Sometimes, the user needs to refer the manual again for

certain instructions

The customer looks for the manual or guide, often from the box as

they open the package

Our product expert starts observing the

customer

**People:** Who do they see or talk to?

**Places:** Where are they?

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

Depending on the situation, the product alerts the

parents

Most common setups people have to ensure are internet, electricity etc

## Goals & motivations

Help me see ways to enhance my child’s safety even further

Help me see what I could be buying next

Help me see what I've bought before

Help me spread the word about a great product or provide watch-outs and feedback for one that was

not so good

Help me leave the child at home with good feelings and no anxieties

Help me make the most of this gadget

Help me feel good about my decision to

buy this gadget

Help me feel confident about how to assemble

the product

Help me make sure I don't forget about my product so that I don't waste money or get

disappointed

Help me fee l confident that my purchase is finalized and tell me

what to do next

Help me fee l confident that my purchase is finalized and tell me

what to do next

Help me get through this payment part without too much

hassle

Help me commit to using this product

Help me understand what this gadget is all about

Help me see what they have to offer

Help me avoid seeing unwanted child safety products that I don’t need

Help me have more idea on child safety products available

Ensure m y child safety

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

## Positive moments

After this, People generally leave home s feeling relieved

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

Our instruction manuals tend to be so good that people are reassured

when they read it

We've heard from several people that the reminder emails were essential, especially if they placed

orders way in advance

Current payment flow is very bare- bones and simple

Excitement about the purchase

(" Here we go!")

Gadget workings, uses, videos and explanations are exciting to see

It's fu n to look at options and imagine buying each product and using

them at ho me

We think people like these recommendations

because they have an

extremely high engagement rate

People like reviewing their past orders

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

It's reassuring to read reviews writ ten by previous users of the product

## Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

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

Trepidation about the purchase

("I hope this will be worth it!")

People express a bit of fear of commitment at this step

Several people expressed "information overload" as they browse

People may get confused if the interface asks for too

much info

People describe leaving a review as an arduous process

Customers report feeling review fatigue

People are doubtful whether the product might work in a stable

manner

Sometimes people are confused at certain

steps

People expressed anxiety about assembling the

product

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

## 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?

How might we make our manual easily understandable(via colorful illustrations?)

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

How might we equip people to have a back- up in case the product fails?

#### 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 extend the personal connection to the customer after the purchase is over?

### Ho w might we eliminate the apprehension on AI ?