

IoT Based Safety Gadget for Child Safety Monitoring & Notification

TEAM ID : PNT2022TMID36659

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?

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 arrives at our 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 information toys

Steps

What does the person (or group) typically picture all year experience?

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

Custo mer's e mail (software like Outlook or web sitelike Gmail)

Recommendationsspan across web site, iOS app, or Androidapp

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

Custo mer'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 wellpacked fragile-labeled package

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

Custo mer'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 ourwebsite app

Plan page of ourweb site or app

Plan page of our website app

Specifications section of our Mainapp page or website

Our main app page or website

Child safety section of the toyshops, kids apps, or kids stores

Interactions

If other users interact with this person, they will see these purchased items also

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

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review

Often product gets activated when the child is alone

Sometimes, the user needs to refer the manual again for

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

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package

Our product expert starts observing the customer

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

People: Who do they see or talk to?

Places: Where are they?

Depending on the situation, the product alerts the
parents
Most common setups people have to ensure are internet, electricity etc

Things:

What

digital

touch-points

or physical

objects

would

they

use

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?

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 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 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 ideas on child safety products available

Ensure my child's safety

Goals & motivations

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After this, People generally leave home s feeling relieved
People love the product, we have a 98% satisfaction rating

Our instruction manual tends 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 fun to look at options and imagine buying each product and using them at home

We think people like these recommendations because they have an extremely high engagement rate

People like reviewing their past orders

Positive moments

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

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Negative moments

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

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

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)

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?

