IoT Based Safety Gadget for Child Safety Monitoring & Notification

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SCENARIO

IoT Based Safety Gadget for Child Safety Monitoring & Notification

Steps

What does the person (or group) typically experience?

What interactions do they have at

People: Who do they see or talk to?

Places: Where are they?

orphysical objects would they use?

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Helpme..." or "Helpme avoid...")

What steps does a typical person find enjoyable, productive, fun,

find frustrating, confusing, angering,

Areas of opportunity

better? What ideas do we have? What have others suggested?

Entice

How does someone initially become aware of this process?

Start purchase of safety gadget

Enter

What do people

experience as they

begin the process?

Product arrive at tour

Engage

happens?

In the core moments

in the process, what

Read the gui de &

Provi de the

Exit

gadget

ated when the is alone

What do people

typically experience

as the process finishes?

Interactions

each step along the way?

Things: What digital touch-points

motivating, delightful, or exciting?

What steps does a typical person costly, or time-consuming?

How might we make each step

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

most of this gadget

People lov e the product, we ha ve a 98%satisfaction

child at home with good feelings and no anxieties

generally leave home s feeling relieved

I've bought

How might we extend

enhance my child's safety e ven furth er

Positive moments

Negative moments

of fear of ommitment at this

How might we make our

leaving a review as

Ho w might we

Howmight we make it clear that the

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

Extend

What happens after the experience is over?