









# Customer experience journey map

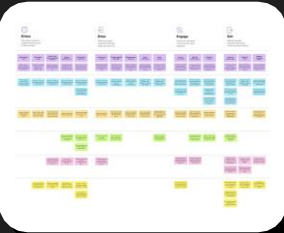
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

 Product School

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<div>lot based Safety Gadget for Child Safety Monitoring and Notification</div> <div>Team id : PNT2022TMID48118</div>		<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>	
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div> <div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div>What type of Gadget is? Wearable or not?</div>	<div>Allows parents to keep a track of their child's activities and location easily</div>	<div>Step 1:</div> <div>The wearable device has a lot of inbuilt features to track the location of the child</div> <div>The device has a GPS to track the child's location</div>	<div>The device has a GPS to track the child's location</div> <div>The device has a GPS to track the child's location</div> <div>The device has a GPS to track the child's location</div>	<div>Notify the parents/ guardians if any abnormal conditions are happened</div>	<div>The exact location of the child would be known to the parents and can be verified in the website too</div>	
	<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?<ul style="list-style-type: none"><li>■ People: Who do they see or talk to?</li><li>■ Places: Where are they?</li><li>■ Things: What digital touchpoints or physical objects would they use?</li></ul></div></div>	<div>Interaction in a place</div>	<div>The device works on IBM Watson platform</div>	<div>Step 2:</div> <div>It uses IBM's cloud services to storedata about the child's location</div> <div>It uses cloud servicesto store child's location past and present also</div>	<div>The gadget will make use of GPS and a python script to publish the location details to the IBM IoT platform</div>	<div>The Gadget sends immediate response to the user if the child crosses the geo-fence (particular location)</div>	<div>Data is stored in a web application is user friendly and secure created using the Node Red Service.</div>
	<div><div></div><div>Goals &amp; motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div>Goal or motivation</div>	<div>High performance in terms of simple usage and security</div>	<div>Step 3:</div> <div>Any time usage backed up by power supply</div>	<div>To safeguard the child from threats</div>	<div>. This gadget continuously monitors the individual children's location</div>	<div>Increased safety and security</div>
	<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div>Description of a positive moment</div>	<div>Creates a secure environment for children to move around.</div>	<div>Step 4:</div> <div>High level with increase in performance</div>	<div>Increased reliability towards technology and reduced reliability towards guardians.</div>	<div>clearly rings an alarm which the nearby public or nearby police station immediately</div>	<div>Panic button helps the child feel more safer</div>
	<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div>Description of a negative moment</div>	<div>The battery life required for these devices is more</div>	<div>Step 5:</div> <div>Material should be flexible and have low cost</div>	<div>Material should not be high cost and should not be irritable to skin.</div>	<div>Comfort of the user should be given more priority</div>	<div>Location updates must befast and continuous</div>
	<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div>Idea</div>	<div>Additional sensors can be added to improve accuracy</div>	<div>Step 6:</div> <div>Solar batteries and replaceable batteries are improve the life of system.</div>	<div>More features like geo-fencing can be integrated</div>	<div>The device must be non-removableto track the child'sactivity</div>	<div>The device must be affordable/low cost efficient</div>



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