Template

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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IoT based Safety Gadget for Child Safety Monitoring and Notification
Team id: PNT2022TMID18238

	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?
Steps What does the person (or group) typically experience? SCENARIO Browsing, booking, attending, and rating a local city tour	What type of Gadget is? Wearable or not? Allows parents to keep a track of thier child's activities and location easily	Step 1: The wearable device has a lot of inbuilt features to track the location of the child The device has a GPS to track the child's location	The device has a GPS to track the child's location The device has a GPS to track the child's location The device has a GPS to track the child's location	Notify the parents/ guardians if any abnormal conditions are happened	The exact location of the child would be known to the parents and can be verified in the website too
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?	Interaction in a place The device works on IBM watson platform	Step 2: It uses IBM's cloud services to storedata about the child's location It uses cloud services to store child's location past and present also	The gadget will make use of GPS and a python script to publish the location details to the IBM IoT platform	The Gadget sends immediate response to the user if the child crosses the geofence (particular location)	Data is stored in a web application is user friendly and secure created using the Node Red Service.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Goal or motivation High performance in terms of simple usage and security	Step 3: Any time usage backed up by power supply	To safeguard the child from threats	This gadget continuously monitors the individual children's location	Increased safety and security
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Description of a positive moment Creates a secure environment for children to move around.	Step 4: High level with increase in performance	Increased reliability towards technology and reduced reliability towards guardians.	clearly rings an alarm which the nearby public or nearby police station immediately	Panic button helps the child feel more safer
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Description of a negative moment The battery life required for these devices is more	Step 5: Material should be flexible and have low cost	Material should not be high cost and should not be irritatable to skin.	Comfort of the user should be given more priority	Location updates must be fast and continuous
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Idea Additional sensors can be added to improve accuracy	Step 6: Solar batteries and replaceable batteries are improve the life of system.	More features like geofencing can be integrated	The device must be non-removable to track the child's	The device must be affordable/low cost efficient

Need some inspiration?

See a finished version of this template to kickstart your work.

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