

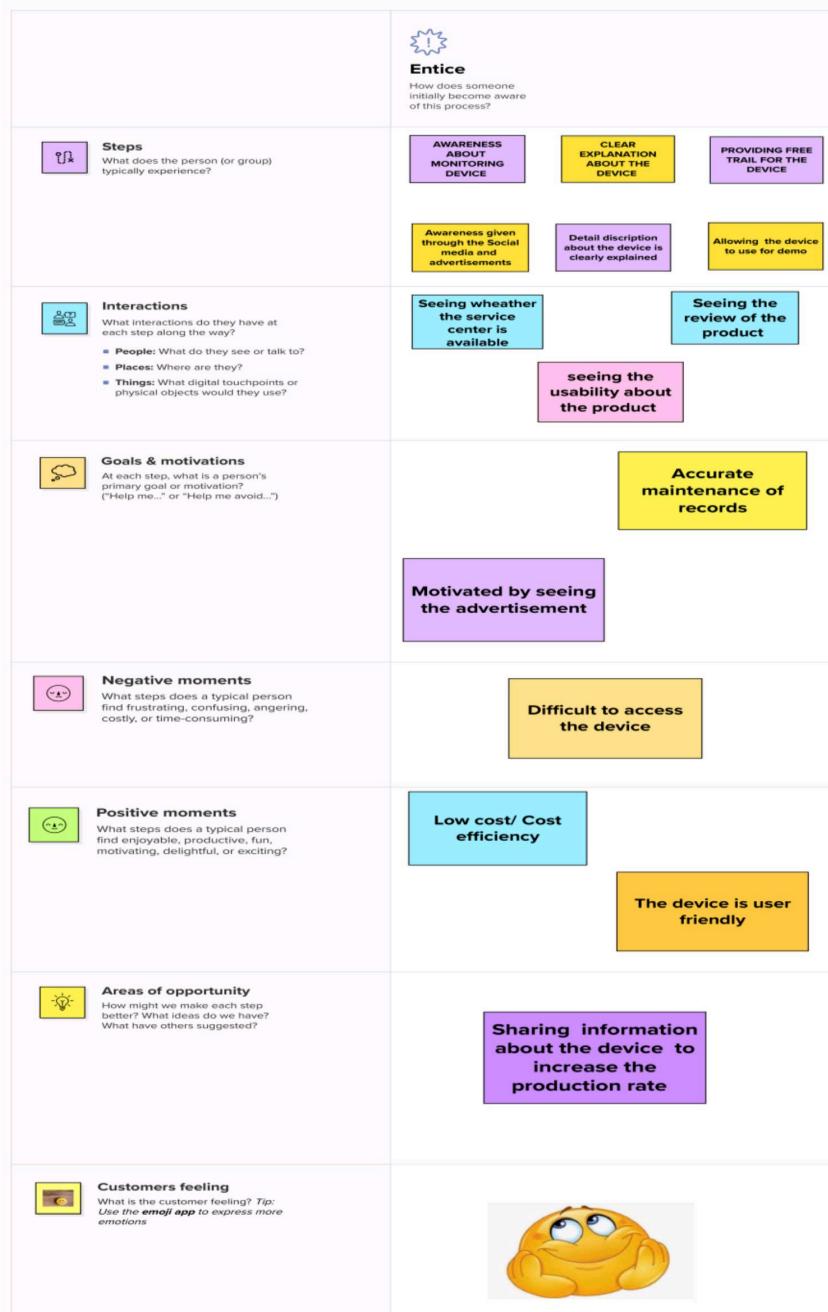
Project Design Phase-II

CUSTOMER JOURNEY MAP

Date	16 October 2022
Team ID	PNT2022TMID39429
Project Name	PERSONAL ASSISTANCE FOR SENIORS WHO ARE SELF RELIANT
Maximum Marks	4 Marks

CUSTOMER JOURNEY MAP

STEP 1 : ENTICE



STEP 2 : ENTER

	<p> Enter What do people experience as they begin the process?</p>
<p> Steps What does the person (or group) typically experience?</p>	<p>ASKING AND CHECKING THE REVIEWS PURCHASE THE MONITORING THE DEVICE PAYMENT PROCESS FREE HOME DELIVERY VERIFYING THE PRODUCT SET UP THE DEVICE USING THE MANUAL ANALYSING THE PRODUCT</p> <p>Collecting the information about the device from others After collecting the information, the decided to purchase the device Completing the payment after analysing the offers and discounts Finally the device delivered safely Checking whether the device is working or not Setting up the device (link device to the mobile app) Verifying whether the device is linked properly</p>
<p> Interactions What interactions do they have at each step along the way? ▪ People: What do they see or talk to? ▪ Places: Where are they? ▪ Things: What digital touchpoints or physical objects would they use?</p>	<p>More benefit and less cost open source</p> <p>Sharing the device with others to get benefits Free trial Providing accurate information to the right person at right time in all aspects</p>
<p> Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Improving the safety by intimating activities</p> <p>quick response from the device at right time Device must be comfortable to use</p>
<p> Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Over demand on the device but less availability in the market</p>
<p> Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Suggestion to provide offers to the device Delighted to seeing the device</p> <p>It provide the accurate information at the right time</p>
<p> Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Suggestion to improve technology Sugget the device to be digitalized</p>
<p> Customers feeling What is the customer feeling? Tip: Use the emoji app to express more emotions</p>	 

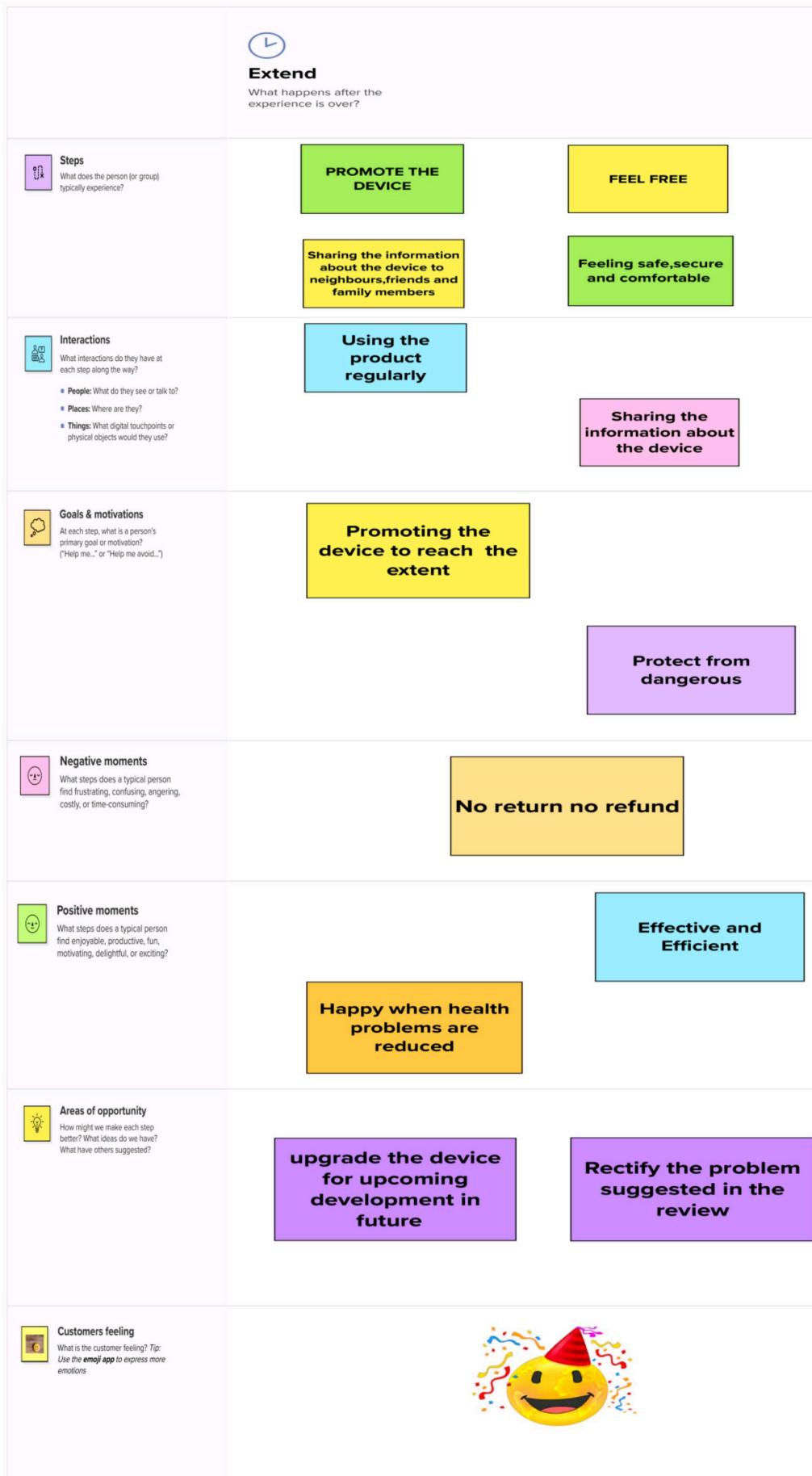
STEP 3 : ENGAGE

	<p> Engage In the core moments in the process, what happens?</p>
<p> Steps What does the person (or group) typically experience?</p>	<p>HEALTH MONITORING</p> <p>PILLS REMAINDER</p> <p>GPS TRACKING AND MOVEMENT DETECTION</p> <p>Heart rate, BP, body temperature,ECG is monitored and notifies to doctor , caretaker through the mobile app</p> <p>When pills gets over, the app automatically notifies to the pharmacist and delivered to the home</p> <p>Alert is given during the emergency situation by monitoring the routine activities and movements</p>
<p> Interactions What interactions do they have at each step along the way? » People: What do they see or talk to? » Places: Where are they? » Things: What digital touchpoints or physical objects would they use?</p>	<p>Monitoring using the device such as health monitoring system (HEART RATE, BP, BODY TEMPERATURE , ECG) , monitoring the pill box and other moving activities</p> <p>By using this monitoring device the health is maintained</p>
<p> Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Monitoring using the device such as health monitoring system,monitoring the pill box and other moving activities</p> <p>Technology development</p> <p>Regular monitoring of pills are avoided</p>
<p> Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>No Warranty to the device</p>
<p> Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>By using the product, the device can access at any where</p> <p>Records are properly maintaining</p>
<p> Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Suggest to make the device available in online marketing</p>
<p> Customers feeling What is the customer feeling? Tip: Use the emoji app to express more emotions</p>	

STEP 4 : EXIT

	<p> Exit What do people typically experience as the process finishes?</p>
<p> Steps What does the person (or group) typically experience?</p>	<p>HAPPY INDEPENDENCE SUBMITTING REVIEW</p> <p>Feeling happy when the device is worked properly</p> <p>struggling to take care of health and difficult to complete everyday task. Thus by using this device, these problems are reduced and feel independent</p> <p>Submitting the review and giving star-rating out of 5</p>
<p> Interactions What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> ▪ People: What do they see or talk to? ▪ Places: Where are they? ▪ Things: What digital touchpoints or physical objects would they use? 	<p>Feeling secure</p> <p>Feeling independent</p>
<p> Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Excited by seeing the device</p> <p>Regular update of the device like version</p>
<p> Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>In device, one part is damaged it affects whole system</p>
<p> Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Time consumption</p> <p>Helpline facilities</p>
<p> Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Suggest to update the device</p>
<p> Customers feeling What is the customer feeling? Tip: Use the emoji app to express more emotions</p>	

STEP 5 : EXTEND



CUSTOMER JOURNEY MAP

	 Entice How does consumer initially become aware of this process?	 Enter What do users experience as they begin the process?	 Engage What are consumers doing in this part of the process?					 Exit What do people typically experience as the process finished?	 Extend What happens after the experience is over?									
 Steps What does the person (or group) typically experience?	AWARENESS ABOUT MONITORING DEVICE Awareness plan brought by the Social media and advertisements	CLEAR EXPLANATION FOR THE SERVICE Detail description about the device is clearly explained	PROVIDING FREE TRIAL FOR THE DEVICE Ability to use the trial for the service	ASKING AND CHECKING THE REVIEWS Collecting the information about the device from others	PURCHASE THE MONITORING THE DEVICE After collecting the information to purchase the device	PURCHASE PROCESS Comparing the price of the device with other brands and discounts	FREE HOME DELIVERY Free delivery of the device	VERIFYING THE PRODUCT Finishing the device. Afterward safety	SET UP THE DEVICE USING THE MANUAL Setting up the device (the device is linked to the mobile app)	ANALYZING THE PRODUCT Verifying whether the device is linked properly	HEALTH MONITORING Heart rate, BP, and other monitoring activities	PILLS REMINDER When pills are set, the reminder will be sent to the user to take the medicine	FDS TOXICITY AND INDEPENDENT DETECTION Feeling toxic about the device and whether the device is linked to the mobile app	HAPPY Feeling happy when the device is working properly	INDEPENDENCE Having a sense of independence when the device is working properly	SUBMITTING REVIEW Submitting the review star rating out of 5	PROMOTE THE DEVICE Sharing the information about the device to neighbors and family members	FEEL FREE Feeling safe and comfortable
 Interactions What interactions do they have at each step along the way? * People: What do they say or ask? * Places: Where are they? * Things: What objects are they using or physical objects what they use?	Seeing whether the service center is available seeing the usability about the product	Seeing the review of the product Sharing the device with others to get benefits	More benefit and less cost Free trial	open source Providing accurate information to the right person at right time in all aspects	Monitoring using the device such as health monitoring system (HEART RATE, BP, BODY TEMPERATURE, ECG, monitoring the air box and other moving vehicles) By using this monitoring device the health is maintained		Feeling secure Feeling secure	Using the product regularly Sharing the information about the device										
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Accurate maintenance of records Motivated by seeing the advertisement	Improving the safety by intimacy activities quick response from the device at right time		Device must be comfortable to use Technology development	Monitoring using the device such as health monitoring system, monitoring the air box and other moving activities Regular monitoring of pills are avoided	Excited by seeing the device Regular update of the device like version	Promoting the device to reach the extent Protect from dangerous											
 Negative moments What steps does a typical person feel frustrating, confusing, angry, costly or time-consuming?	Difficult to access the device The device is user friendly	Over demand on the device but less availability in the market It provide the accurate information at the right time		No Warranty to the device Records are properly maintaining	In device, one part is damaged it affects whole system Helpline facilities		No return no refund Happy when health problems are reduced											
 Positive moments What steps does a typical person feel enjoyable, productive, fun, motivating, delightful, or exciting?	Low cost/ Cost efficiency The device is user friendly	Suggestion to provide offers to the device It provide the accurate information at the right time	Delighted to seeing the device By using the product, the device can access at any where		Time consumption Helpline facilities		Effective and Efficient Happy when health problems are reduced											
 Areas of opportunity How might we make each step better? What does one see? What were others suggested?	Sharing information about the device to increase the production rate	Suggestion to improve technology	Suggest the device to be digitalized	Suggest to make the device available in online marketing	Suggest to update the device	upgrade the device for upcoming development in future	Rectify the problem suggested in the review											
 Customers feeling What is the customer feeling? To use the app to express more emotions																		

REFERENCE LINK:

<https://app.mural.co/invitation/mural/chamberofsecrets6096/1665478145802?sender=u73175aa79ddf73614ea64084&key=631eb1d4-ca0d-4898-b6b0-4fd341654f74>