## **CUSTOMER JOURNEY MAP**

## **TEAM ID: PNT2022TMID19343**

## PROJECT NAME: IoT Based Safety Gadget for Child Safety Monitoring & Notification

	<b>Entice</b>	<b>€</b> Enter	Engage	Exit	<b>Extend</b>
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Awareness Information from used persons	Payment Authentication and authorization access	Real time montoring  The user gets notified  Tracking  Notification is	History of events Review	Service remainders
	The user feel Eager to do insecure so looks out for a solution measures	User pays the user gets the access service provider to dashboard	The user gets access to the child monitoring system  Notification is generated by the system and send to the user  It Tracks the child's location	The location is being tracked and stored in the database  User reviews the system	User gets notified about the service remainders for the product
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?	Parents and service provider  Social media advert	Payment on delivery of product  Installisation of notification sensor  Installization of location sensor is done	Rel time monitoring of status of the sensor by the authorized users  Notification for parents about the child	Dashboard updated with the instant information  Request from service provider to check the sensor	Past incident data is stored  Recommendation for increased safety measures
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Notification and alert messages  Safety of the child is main goal  Helps to monitor	Helps to assure about child safety  Help to feel safe and secure  Helps me to feel reliable	Helps me to feel confident about the system  Help me to feel good about the child monitoring system  Help me to feel good about the child monitoring system  Help me to feel secured real time monitoring	Help to feel grateful to the child about the child monitoring system  Help me to spread about the child monitoring system	Helps me to see the past incidents  Helps me to see which area must be monitored carefully
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Its comfortable to use the Realtime Monitoring System  Parent's feel secure when child is under their supervision  It reassures location of the child	Scalable  Satisfied with service provided	Product is reliable  Has high safety rating	Parents feel secured and happy  Parents look back at the tracking status	People like safety measure recommendation
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	unable to trace exact location  Fear of commitment on a service provider  People expresss a fear until child is recovered	Agitation about the product purchase	Worried about safety of child Fear of losing	No faster response to child safety  More efficient method to prevent child trafficing	
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	show notification and safety certification of the product  Provide simpler summary about product	Show the feedback of the product  Show thw customer rating about the product	Faster and understandable notification system	How to totally eliminate the chances for the incident  How to asses the parent after the incident	How to extend the connection with the user and gain new customers