Scenario Browsing , tracking child , creating geo fence , receive notification , viewing weather conditions. 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? Through search engines in browser. Through web site link shared by the seller.	The website page will be displayed User need to enter the credentials	Track the child's live location Get the future weather predictions of the child's locaiotn Get the child's locaiotn Receive emergency notification From child indicating danger situation Create geofence View location history View the child's location history	Logout The user will be taken to the website homepage	Customer closes the application
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? Interact with a closed person At a place away from the child At a place away from the child Interact with a closed person At a place away from the child Interact with a closed person At a place away from the child Interact with a closed person At a place away from the child Interact with a closed person At a place away from the child Interact with a closed person Interact with a closed person At a place away from the child Interact with a closed person Inter	Interactions with his/ her mind At a place away from the child interacting with Login API of the website	At a place away from the child Interaction with Location tracker API Interaction with WeatherTrackerAPI GeofencerCreatorAPI Interaction with GeofencerCreatorAPI LocationHistoryAPI	Interact with his/her own mind At a place away from the child Interaction with LogoutAPI	Interact with his/her own mind At a place away from the child
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	I need to enter the home page	Ensuring the children is in the safe zone Checking children location Checking weather condition Checking weather condition Accessing the children's location history	Proper logout	I need to close my app
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Entering the right username Entering the right password	Able to track the child location Able to get the weather forecast Able to access the history of child geofence successfully Creating the geofence successfully Ensuring the child is in the safe zone	Successful logout	Satisfied that the child is safe
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? Not able to enter into proper website	Entering the wrong username password	Not able to track the child location Not able to get the weather forecast Not able to access the history of child location Not able to access the history of child geofence Finding the child not in safe zone	Unsuccessful Logout	Finding the child is not safe
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? High preformance website	Automatically entering the right username	High speed API's High efficiency in location tracking	Faster logout	Reward points