

Journey steps which steps of the experience are you working	Discovery why do they even start the journey	Registration why would they trust us?	Onboarding and First use How can they feel successful?	Sharing Why would they invite others?
Actions what does the customer do? what information do they look for? what is their context?	<div>They are concerned for their child</div> <div>For children who are specially abled</div> <div>They need more care and attention</div>	<div>The device caters to a need of the parent</div> <div>It is easier for them to monitor their kid remotely</div> <div>The solution they are seeing is revolutionary</div>	<div>They can monitor the location of their child real time</div> <div>Notifies if the child leaves the guidance</div> <div>The child has a panic button available for emergency</div>	<div>Because it is trustworthy</div> <div>The device is simple and effective</div> <div>It is cost effective</div>
Goals and Motivation what does the customer want to achieve or avoid? Tip: Reduce ambiguity e.g. by using the first person narrator	<div>To ensure the child is safe</div> <div>Reduce the risk of child abduction</div> <div>The child should not feel dependent</div>	<div>The solution they are seeing is revolutionary</div> <div>Concerned when they dont know their child's status</div> <div>To juggle between obligations and monitor the child</div>	<div>They feel that their child is secured</div> <div>Monitor and track their child's location</div> <div>Notified at the time of emergency</div>	<div>Roster the feeling of safety within the community</div> <div>Child abduction rate gets reduced .</div> <div>The device is trustworthy and reliable</div>
Touchpoint what part of the product do they interact with	<div>A werable device for the child</div>	<div>Device is easily operable</div> <div>Connect the product to the parent's device</div>	<div>The child wears the product</div> <div>Location of the child is shared 24/7</div> <div>Panic button is used at the time of emergency</div>	<div>Understands how easily the product is operate</div> <div>Recommends it to other parents</div>
Opportunities what could we improve or introduce	<div>The design can be made more sleek</div> <div>The product should be child friendly</div>	<div>Enure higher throughput</div> <div>Ensure data efficiency</div>	<div>Ensure Network Connectivity</div> <div>Must be comprehensible for the child</div> <div>Ensure Data efficiency</div>	<div>Must ensure that product is up to the mark</div>