Project Design Phase II

<u>Customer Journey</u>

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Customer Journey Process of the customers from

Process of the customers from awareness to the experinece after using the product

Date	12 th October, 2022		
Team ID	PNT2022TMID27535		
Project Team	Personal Assistance for Seniors Who		
	Are Self-Reliant		
Maximum Marks	4 Marks		

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Scenario CSR campaigns, internet or advertisement	Awareness How does someone become aware of the process?	Initiate How does someone become aware of the process?	Engage What happens when they are into the process?	Exit What do they experience when they finish the process?	Extend What do they experience after the process is over?
Steps Experience of group or an individual.	Caregivers are not always around elders, this approach is employed Deaths of elderly people due to heart attack or blood pressure without receiving medical attention or caretakers acknowledgment	The elderly would know if they are being monitored by the caretakers or doctors 24/7. The care takers should not feel stressed by looking after the elderly throughout the day	The best monitoring system will be sought after by the caregivers	The caretakers will find that the system is expensive	Caretakers will find themselves secure if they purchase an affordable product or system that notifies them when an emergency is required.
Interface Interactions do they have at each along the way People: Who do they talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Doctors will give the patients suggestion to seek help from a caregiver The primary sensors used to sense temperature, oxygen and pressure The information will provide caregivers and medical professionals with important insights about patient's health and daily life	Caretakers cannot monitor them 24/7 A device to keep an eye on them round-the-clock	Elderly persons will assign somebody They will search for persons who will look after them continuously	They will have the feeling that the prouct will be user friendly	There will be dismissal of care givers who were hired to do the duties
Goals At each step, what is the primary goal of an individual?	Should Monitor the elderly for 24/7 To detet any unusual behaviour behaviour exhibited by the elderly people	They could take care of themselves without any help	To safeguard and detect warning at any time	They should seek others for a better reply Protecting elderly people at all costs	Monitoring as well as notify the health personnel or caregivers
Positive Any step that is enjoyable or exciting to the individual?	The people will find that taking care of the elderly will be more easier than before	Seeking others for assistance to look after them all day	Making faults that must be fixed in the subsequent action	In the future, we need to develop a better way to safeguard the elderly	Never carry the previous process in its totality
Any step that is irritating, confusing or time consuming to the customer?	Challenging to protect older individuals in emergency situations	Uncertainty in saving them when parameters come unexpectedly	Loss of income when all the safety measures fail	Money invested on measures to protect the elderly	No system is adequate for the elderly to protect them
Opportunities To make each step better. Any ideas? Any other suggestions?	Have a proper analysis about the weather and surroundings to know the elderly people's heartbeat	Elderly people should prefer personal support to live independently	When an elderly is in an emergency, the system will be alerted	There will not be any inconvenience cause by the caretakers	They can live a wonderful life without any problems, and assistance will be provided when needed in any situation.