IMAGINE IOT
PROTOTYPE CHALLENGE

‘eMouseAway’ – The Smart Rodent Management System
**Summary**

The owner of a Pest Control company wants to introduce a 'Smart Mouse Trap' that can give real time feedback to a customer and employees improving efficiency and hygiene.

**Storyline**

The company wants to implement a new 'wi-fi connected' mouse trap containing many useful features. The owner states that he needs to improve efficiency as a lot of time is wasted with his employees returning daily to a customer’s premises to find that the trap has not been sprung. He expects:

- A way of identifying the 'Live' trap status – i.e. whether it is ‘Activated and Loaded’.
- When the trap is triggered, in real time, he wants:
  a) An alert to be sent to the customer’s mobile App.
  b) An alert to be sent to the nearest ‘Rodent Removal Specialist’ to attend the property.
- He wants to be able to identify all traps that have not been triggered for more than 2 days so that the bait can be replenished.
- He wants to be able to identifying trends in areas so that his sales team can target potential customers.
Persona

[Mr Jinx-ed]

Rodent Removal Specialist

“I really...really... hate those meeces to pieces...”

About

- Mr Jinx-ed has been catching mice all his life (and has used 8 of his 9 lives doing so). He’s tired – so just wants an easier life.
- Using his experience – he will be providing input in how best to capture those pesky ‘meeces’ and give an insight into how the new device will make life easier.
- He is keen to help boost sales as it means that more mice have been ‘taken out of the game’.

Responsibilities

- I am responsible for identifying the correct bait to be used in each trap.
- I am responsible for multiple installations of traps across various customer / businesses.
- I am responsible for the removal of the dead rodent.

Main Goals

- To become more efficient by not wasting time attending properties where the trap hasn’t sprung.
- To be alerted immediately when a trap is triggered.
- To increase sales by offering services / traps in areas that seem to have a problem with Mice.

Needs

- I need to be alerted when a trap has been triggered and I also need to alert he customer.
- I need to be identify if a mouse has been detected and not caught after 2 days so that I can review the bait being used.
- I need to be able to identify regions that have problems with mice.
- I need to know that the traps are ‘Ready & Activated’

Pain Points

- I do not know when a trap has been triggered which means I have to call on each property daily to check.
- I don’t spend much time in the office as I’m usually on the road checking traps.
- I don’t know if there is an infestation in the area or we are dealing with a single case.
Point of View (PoV)
User + need + insight/why

Point of

As a Rodent Removal Specialist

I need a way to get to a customer’s property to remove a rodent immediately after the trap has triggered

so that I can spend more time in the office working on new ideas and also see an improvement in hygiene at the customer’s property.
# UX Journey

Describe Actions, Mindset, Feelings and Touchpoints

## User Experience Journey Template – Setting and Attending Traps

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>Attend customers property</th>
<th>Choose Bait</th>
<th>Return next day to see if trap has been triggered</th>
<th>Remove Rodent if trap triggered</th>
<th>Re-bait trap if nothing caught</th>
<th>Check for further rodent activity.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Survey infected area</td>
<td>Set Trap</td>
<td></td>
<td></td>
<td></td>
<td>Leave another trap(s) if area still infected or remove otherwise.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Leave property</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MINDSET</td>
<td>“I’m gonna get you little mousey”</td>
<td>“I think I know what the mice like as bait”</td>
<td>“Fingers crossed”</td>
<td>“Yes - Another one bites the dust!”</td>
<td>“No…..I hate those meeces to pieces.!”</td>
<td>“I think I’ve got them all”</td>
</tr>
<tr>
<td></td>
<td>“I can’t tell if there is 1 or more of those pesky meeses?”</td>
<td>“He He – see you tomorrow with a shoebox”</td>
<td>“Hope I’ve not wasted a journey if it hasn’t been caught”</td>
<td>“I chose the correct bait”</td>
<td>“I will try a different bait”</td>
<td>“Drats – I think there are more of the little furry critters”</td>
</tr>
<tr>
<td>FEELING</td>
<td>😊</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOUCH POINTS</td>
<td>Infected Area</td>
<td>Bait</td>
<td>Trap</td>
<td>Trap Dead Mouse</td>
<td>New Bait Trap</td>
<td>Evidence that area is still infected</td>
</tr>
<tr>
<td></td>
<td>Trap</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Set Trap</td>
</tr>
</tbody>
</table>
Prototype

Prototype screens for an IoT application to solve your PoV

**Customer Mobile Phone App** – Each trap comes with a free App which allows the customer to be alerted as well as providing real time information.
**Employee Mobile App** – Each Employee also has an App that notifies them of any alerts.

When an Alert is triggered – the software routes the alert to the nearest employee who can ‘Accept’ or ‘Reject’ the call. When Accepted – a message is sent back to the customer that someone will be attending. When rejected the next available Employee is allocated the call.
**Company Dashboard** — The company also has software that provides information about the entire operation.