Task #5 – User Journey Map

Topic: User journey map for the AI- Fridge.

Stages	Awareness	Consideration	Purchase	Retention	Advocacy
Goals and Objectives	Discover smart fridge benefits and AI-powered features.	Evaluate AI capabilities, food management, and smart home integration.	Purchase based on AI efficiency, usability, and price.	Continue usage while benefiting from AI-driven food tracking and family hub features.	Recommend fridge based on convenience and innovation.
Touch Points/Channels	Online ads, tech blogs, social media, Samsung website, YouTube reviews.	In-store demo, expert reviews, user testimonials, comparison websites.	Retail stores, online stores, promotional offers.	Samsung SmartThings app, AI-driven notifications, firmware updates.	Social media shares, user forums, product reviews, word-of-mouth.
User Thoughts & Concerns	"How can AI improve food management?" "Will it integrate with my smart home?"	"Is AI food recognition accurate?" "Does it really reduce food waste?"	"Is the price justified for its AI features?" "Will it make my life easier?"	"How well does the AI learn my habits?" "Are software updates frequent?"	"Should I recommend this to friends and family?" "Is customer support helpful?"
Emotions	Curious – Excited about AI in home appliances.	Skeptical – Interested but concerned about real-world utility.	Confident – Decision made after thorough evaluation.	Satisfied – Enjoys AI assistance and convenience.	Enthusiastic – Becomes a brand advocate if expectations are met.