**WEEK – 2**

**COURSE NAME – PRODUCT DESING THINKING FRAME WORK**

**COLLEGE NAME – QUANTUM UNEVERSITY**

**BATCH NUMBER - 01**

**TASK NO – 2**

**TASK NAME – CREATE A USER JOURNEY MAP FOR THE AI – FRIDGE BY EXPOLRING GIVEN LINK**

[**https://www.theverge.com/2023/12/27/24016939/samsung-2024-ai-family-hub-smart-fridge-features**](https://www.theverge.com/2023/12/27/24016939/samsung-2024-ai-family-hub-smart-fridge-features)

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| **SATGES** | **AWARENESS** | **CONSIDERATION** | **PURCHACE** | **RETENTION** | **ADVOCACY** |
| **GOALS & OBEJECTIVES** | **Showcase AI- driven entertainment features** | **Highlights immersive screen experience** | **Convert interest into purchase** | **Maintain engagement with smart entertainment** | **Turn users into brand advocates** |
| **TOUCH POINTS/ CHANNELS** | **Social media ads, CES showcases** | **Tech review websites, influencer recommendations** | **Online & Offline retail stores** | **AI- personalized recommendations,**  **Firmware updates** | **User testimonials,**  **Community**  **forums** |
| **USER THOUGHTS & CONCERNS** | **How practical is a screen on a fridge** | **Will it replace other kitchen screens** | **Justifies the price with added entertainment value** | **How often does it update content** | **Is it a must – have or just a novelty** |
| **EMOTIONS** | **Skeptical – Curious but unsure** | **Interested- seeing real use causes** | **Excited- Ready to experience it** | **Happy- Loving the smart features** | **Loyal- recommending**  **It to family & friends** |

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