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| **STAGE** | **USER ACTION** | **USER EMOTIONS** | **PAIN POINTS** | **OPPORTUNITIES** |
| ***Awareness*** | *Sees ads, online reviews, social media promotions.* | *Curious, Interested* | *Too many choices, unclear benefits* | *Clear marketing, comparison guides.* |
| ***Consideration*** | *Researches features, compares products, checks user reviews.* | *Confused, Cautious* | *Overwhelmed by technical jargon.* | *Simple, clear feature explanations.* |
| ***Purchase*** | *Orders online or in-store after decision-making.* | *Excited, Hopeful* | *High price, unclear setup process.* | *Offer discounts, provide easy setup guides.* |
| ***Setup & Onboarding*** | *Installs cameras, connects to Wi-Fi, configures mobile app.* | *Frustrated, Impatient* | *Complicated setup, syncing issues* | *Offer video tutorials, 24/7 support.* |
| ***Usage & Experience*** | *Monitors home via app, receives alerts, AI detects threats.* | *Secure, Confident* | *False alerts, app glitches, battery issues.* | *AI improvements, software updates* |
| ***Issues & Support*** | *Contacts customer service for troubleshooting.* | *Annoyed, Stressed* | *Slow response, unclear solutions.* | *Provide chatbot & quick response support.* |
| ***Loyalty & Advocacy*** | *Shares experience, leaves reviews, recommends to others.* | *Satisfied, Loyal* | *None if experience is good.* | *Loyalty programs, referral discounts* |