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|  | AI-fridge |  |
| Awareness | Touch Point: social media ads  Actions: resurching smart fridge  Emotion: curisity |  |
| Considerations | Touch point: company web site  Actions: comparing models  Emotions:  Anticipation |  |
| Purchase | Touch point. : online store  Actions: making the purchase  Emotions: satisfaction |  |
| Onboarding | Touch point.: mobile app  Actions: setting up  Emotions: convenience |  |
| Usage | Touch point: notification via app  Actions: managing food  Emotions: ease of use |  |
| Support & return | Tourch point: coustomer support  Actions: seekinghelp  Emotions: relief |  |