	Awareness	Consideration	Purchase	Advocacy
Goals and OBjectives	Increase the no of Sales	Improve user Rating	Enhance User experience	foster a sense of ehanced experience
Touchpoints	App login and sign up	offline video recipies	Cooking and lifestyle channels	grocery shopping
Emotions	Finding humor or entertainment in imagining its interactions with its environment.	Stocked to get newer function.	Curious-curiosity and interest in exploring premium features.	No need to worry about frenchness of food.
User Thought and Concerns	concern about freshness of products	thoughts about ease of navigatiopn and user interface	user need not to worry about the freshness of the food inside	low power consuption