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| Stage | User goals | Touch points | Pain points |
| Awareness | Knowing more about the refrigerator and give best refrigerator compared to LG ,Whirlpool | Social media advertisements , ads , Pamplates, Reviews in youtube ads | Exposing the more about technical jargon in advertisements  Limited access to trail experiences |
| Consideration | Understanding the unique features such as AI food recognition by comparing the market demands | By visiting the Samsung official website and by online product comparison tools | Difficulty in understanding how AI features work in daily life |
| Purchase | Giving the easy Financing options and warranty details | Samsung showrooms and online platform like Amazon ,Filpkart etc | Selecting models ,scheduling delivery |
| Setup | Quick and easy setup understanding it with other smart devices | Giving good customer services , giving user manual in mobile apps also | Connections with mobile app |
| Usage | Enjoy smart features like voice command and touch screen | Showing the problem identified inside it and extra AI suggestions | Planning the dishes by the items available inside |
| Maintenance | Regular software updates for by itself by day by day easy access to cleaning | Supporting Samsung services | Schedule repairs when needed |
| Advocacy | Sharing the positive feedback to all | Giving the shopping coupons or Cash back rewards in shopping | Recommendation to others |