

Stages	Awareness	Consideration	Purchase	Installation	Advocacy
Goals and objectives	User becomes aware of the AI Samsung fridge and its capabilities.	User researches the features and benefits of the AI Samsung fridge.	User decides to purchase the AI Samsung fridge	User installs and sets up the AI Samsung fridge in their home.	User integrates the AI Samsung fridge into their daily routine.
Touch points	Advertisement, online reviews, word of mouth.	Samsung website, product specifications, comparison with other fridges.	In-store display, online purchase, customer reviews.	Delivery, installation process, user manual.	Interacting with the fridge's AI, accessing features like food inventory, meal planning, and smart home integration.
User thoughts	Sounds interesting. I wonder how it can make my life easier.	"This fridge seems to have some really cool features, like food recognition and meal suggestions. It could save me time and help with meal planning."	"After weighing the options, I think this fridge offers the best value for its features. Plus, it aligns with my goal of making my kitchen smarter."	"I hope the installation process is smooth. I'm eager to start using all the features."	"Wow, this fridge is really handy. It's reminding me when groceries are running low and suggesting recipes based on what's inside."
Emotions	Curiosity, intrigue.	Excitement, interest.	Confidence, satisfaction.	Anticipation, eagerness.	Delight, convenience.

