TASK-5 USER JOURNEY MAP

| | Awareness | Consideration | Purchase | Onboarding | Advocacy |
|--------------------|--|--|---|---|---|
| User actions | User refers about Samsung Al-smart fridge through ads or tech blogs, magazines | Research features like recipe customization and dietary tracking | Decides to invest in the AI fridge or to choose other smart kitchen devices | Set up the fridge and other smart devices sync them with Samsung food app | Explores recipes with available ingredients and cooks meals using step-step instructions displayed on the slide in range screen using Al oven |
| Touchpoints | Samsung website ,influencer reviews ,social media | Samsung food app trials, product comparison sites ,in-store displays | Samsung online store, discounts, in-store promotions | W//= \C | Fridge touchscreen, Notifications from fridge and app, on-time updates through connected devices |
| Emotions | | | | • | |
| Pain points | Too many smart fridge options and features and also difficulty in understanding the real benefits due to many advertisements | Facing difficulty in selecting the right AI fridge while comparing Samsung AI fridge with other brands and limited customer reviews and rating | Difficulty to find authorized retailers or online marketers and concerns on pricing and promotions, limited finance options | limited resources and limited technical | Inaccurate food recognition and requirements for maintenance and software updates |
| Possible solutions | Al fridge demos at retail stores, partnerships with influencers for Al fridge promotions and online advertisements on Al fridge benefits | Al fridges with other Samsung smart home devices, customer reference and reviews on Al fridge | fridge, promotions a | Al installation manuals nd and tutorials and | Automated software updates and maintenance reminders, personalized recipe suggestions based on stored food |

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