

**Awareness**

**Consideration**

**Purchase**

**Onboarding**

**Advocacy**

User actions	Visiting websites or exploring store for AI fridge.	Comparing prices and Futures.	Places order from online or buying from a store.	unboxing and sets of the fridge connecting to wifi and APP.	shares experience with friend or social media
Touchpoints	Online Ads,social media , website.	Product comparsion websites, store visits,youtube demo's.	E-commerce platforms,retail stores-delivery services.	Mobile e- app setup guide customer support hot line.	Socia; media -review websites-word-of-mouth.
Emotions	Curious,excited,overwhelmed	Analytical,hopeful,uncertain.	excited,cautious,anxious.	frustrated,curious,relieved.	Proud,happy,dissappointed(if unresolved issues).
Pain points	Limited understanding of smart futures-overwhelming options available.	Confusion due to techinical lack of hands on experience.	High cost-compex purchase and delivery process.	Complicated set up process-wifi or app connectivity issues .	Negative experience may result in bad reviews .
Possible solutions	Provide expilainary videos showcase key differentiating features.	Use simple language to exaplain features-offer interactive online demo's or virtual tours.	Offer financing options and the delivery and installationservices.	Provide step by step video tutorials offer 24/7 customer support for set up.	Offer referral bonuses or loyalty points, actively engage with user reviews