Story boarding

1.AWARENESS:

The user notices an advertisement on their mobile about the new Samsung AI Tv, an amazing artificial intelligences television.

2.CONSIDERATION:

The user visits the product page ton learn more details about the AI Tv comparing it with similar products from other brands they watch a demo video explaining how the Tv works, it’s features, usage, price and discounts. The user also reads the comments and reviews to know more about the product.

3.PURCHASE:

If the user satisfied with product features and reviews, they processed to purchase the Tv from online websites or nearby store.

4.ONBOARDING:

After receiving the new AI Tv, the user unboxes it and also reads the instructions. They scan a QR code to download the smart AI app which accesses the Tv through their smart phone.

5.USAGE:

After setting up the Tv and using it, the AI tv features a voice assistant and it can recommend content based on their preferences. It continuously updates content recommendations based on user interest.

6.MAINTENANCE:

AI Tv uses the consumes standard electricity similar to the other televisions on the market. It indicates any issues on the screen, and user can resolve them by typing some solutions provided on the screen.

7.ADVOCACY:

The user shares the experience about the AI tv with their friends and family along with social media and by highlighting its features and how its stands out from other similar products.