

Customer Journey Map: Smart Sorting for Rotten Fruits and Vegetables

Steps	Experiences	Interactions	Touchpoints	Places	People	Goals & Motivations	Positive Moments	Negative Moments	Areas of Opportunity
Entice	Users discover Smart	Click on product	Website, smart	Home, online	Shoppers,	Help me reduce waste at	Excited by tech that	Skepticism about	Use videos/testimonials to
	Sorting via home	link or QR code on	fridge UI, app ads.	retail sites.	tech bloggers.	home.	saves food.	reliability.	build trust.
	appliance ads, blogs, or	fridge.							
	grocery apps.								
Enter	User explores product	Scrolls product	Product videos,	Online shop,	Sales agents,	Help me understand if it's	Clear visuals and	Jargon or tech-heavy	Offer simple explanations,
	details and how it fits	page, watches	feature tabs.	appliance store.	family	easy to use.	use-cases.	terms.	demos.
	into the kitchen.	demo.			members.				
Engage	Installs and begins	Connects app,	Mobile app, fridge	Kitchen,	Family, app	Help me detect spoilage	Feels empowered and	Setup can be	Provide guided setup
	using smart sorting in	configures alerts.	camera UI.	smartphone.	support.	in time.	informed.	confusing.	walkthrough.
	fridge.								
Exit	System identifies rotten	Receives	App alerts, fridge	Home (kitchen).	User only.	Help me act before food	Saves money and	Too many false	Allow user to confirm
	items and sends alert.	notification on	LED.			goes bad.	reduces waste.	positives.	before discarding.
		mobile.							
Extend	User shares insights or	Shares app link,	Social media,	Home, online.	Friends, app	Help others benefit like I	Feels like a	May forget to leave	Gamify reviews or offer
	tips with friends, rates	writes review.	in-app feedback.		community.	did.	sustainability hero.	feedback.	small rewards.
	the app.								