Consideration Advocacy Purchase Awareness The user becomes He user is Introduce the AI fridge concept to potential customers. Goals and Objectives aware of the AI fridge The user decides to interested in the Al Increase brand awareness and through advertisements, buy the AI fridge. fridge and wants to interest in AI fridge features. reviews, or word of learn more. mouth. Product demonstrations, Social media, review Social media ads, website, Online store, retail store, online reviews, platforms, referral Touchpoints retail store displays. customer service. comparison websites. programs. Karamjit Chechi Karamjit Chechi Emotions Curiosity, interest, Excitement, intrigue, Anticipation, hesitation, Pride, enthusiasm, trust. skepticism. satisfaction. doubt. Karamjit Chechi Karamjit Chechi Concerns Reliability, compatibility None, as advocacy Price, delivery logistics, after-sales support. Cost, complexity, privacy. with existing appliances, implies a high level of ease of use. satisfaction and trust. Karamjit Chechi Karamjit Chechi Karamjit Chechi Karamjit Chechi User Thoughts "How does this fridge make my life easier? Will "Is this the right fridge for me? Can I afford it? What "What is an AI fridge? "I love my AI fridge and How does it work? Is it want to share my it really save me time and energy?" happens if I need worth the investment?" experience with others!" support?"