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| **STAGES** | **AWARENESS** | **CONSIDERATION** | **PURCHASE** | **RETENTION** | **ADVISIORY** |
| **GOALS AND OBJECTIVES** | To find a solution that can optimise food storage and minimise the waste. | To gather detailed information on features, price and compatibility with their lifestyle. | To buy the fridge and ensure it meets delivery, installation and setup requirements. | To get the AI fridge running, connected to other smart devices , and learn how to use all the features. | To share their positive experience and possibly upgrade to other smart home devices. |
| **TOUCHPOINTS**  **AND CHANNELS** | Social media posts  Store displays | Reviews and comparisons on retails websites | Customer service for delivery scheduling. | Setup guide/manual.  Smartphone app (to control the fridge) | Review websites or forums. |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  |  |  |  |   **USER THOUGHTS AND CONCERNS** | Concerns about the price as compared to traditional fridges | Uncertainty about long-term support or software updates. | Concerns about the fridge fitting in the kitchen or its connectivity. | Easy installation, user-friendly app interface, and quick connection to smart devices. | Lack of brand loyalty if ongoing support is insufficient. |

TEAM ENROLLMENT NUMBER

Krishnakant Mandowara : 24ME003436

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| **Experience/**  **Emotions** | User may feel skeptical about the value of the AI functionaliy over a traditional fridge. | Impressed by AI features like food tracking, notifications for expiring products, and the ability to suggest recipes. | Positive- Seamless purchasing process and customer support.  Negative - Complicated delivery or unclear setup instructions. | Learning curve for using the AI features effectively | Positive - The user becomes an advocate for the brand after enjoying a seamless experience.  Negative - Frustration with long-term issues. |