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Name

Scenario

A small business owner discovers an AI assistant that promises to streamline their scheduling and customer communication.

Expectations

- Expectation
- Clear messaging about how the AI solves specific pain points (e.g., saving time, managing tasks). Easily accessible details about features, pricing, and benefits.

Phase 1

Phase 2

Phase 3

Phase 4

Actions

Sees an ad on social media highlighting "AI-powered time management."

Researches the AI assistant's website, watches demo videos, and reads reviews.

Downloads the app, sets up acc preferences, and tests scheduling features.

Regularly uses the AI to manage appointments and automate responses. Recommends it to peers.

Pains

Overwhelmed by constant manual scheduling and responding to inquiries.

- Confused by technical jargon or unclear pricing structure.

- Struggles to connect calendar or encounters unclear instructions.

- Wants more personalized suggestions but feels the assistant is "generic" over time.

Feelings

Curious but skeptical about the AI's ability to help.

Interested but needs assurance of ROI (return on investment).

Hopeful but slightly frustrated if the setup isn't seamless.

Satisfied but expects continuous updates.

Opportunities

- Provide clear examples of how the AI simplifies tasks.

- Offer a free trial and highlight testimonials from similar users.

- Use step-by-step onboarding tutorial and provide instant support options.

Gather feedback, implement new features, and reward loyal users with incentives.

Customer feelings shapes

