

# User journey map for the Samsung AI Fridge

## User Persona

- **Name:**
- **Age:**35
- **Occupation:** Working professional,
- **Tech Savvy:** Moderate
- Goals:** Improve kitchen efficiency, manage family meals, reduce food waste

## Stages of the journey

### 1. *Awareness*

- Touchpoints: Social media ads, tech blogs, family conversations.
- Actions: Sarah sees a social media ad highlighting the AI features of the Samsung fridge.
- Thoughts: "This could simplify meal planning and reduce food waste."
- Feelings: Curious, intrigued.

### 2. *Consideration*

- Touchpoints: Product reviews, YouTube videos, Samsung website.
- Actions: Researches features like recipe suggestions, inventory management, and smart home integration.
- Thoughts: "Can this really help me manage our meals better?"
- Feelings: Hopeful, cautious.

### 3. *Purchase*

- Touchpoints: Retail store, online shopping.
- Actions: Compares prices, reads customer feedback, and consults with family.
- Thoughts: "Is the investment worth it for my family?"
- Feelings: Excited yet apprehensive.

### 4. *Onboarding*

- Touchpoints: Setup instructions, customer support, app download.
- Actions: Installs the fridge, sets up the Family Hub, connects to Wi-Fi.
- Thoughts: "The setup is straightforward, but I hope I can navigate the app easily."
- Feelings: Accomplished, slightly overwhelmed.

## **5. Usage**

- Touchpoints: Smart features, app notifications, family interaction.
- Actions: Uses the recipe suggestions, checks inventory, and shares grocery lists with family.
- Thoughts: "This is saving me time! I love the meal planning feature."
- Feelings: Satisfied, empowered.

## **6. SUPPORT AND MAINTAINANCE**

- Touchpoints: Samsung customer support, app updates, community forums.
- Actions: Occasionally seeks help for troubleshooting; updates the app.
- Thoughts: "I hope any issues can be resolved quickly."
- Feelings: Relieved when problems are solved, frustrated with any delays.

## **7. ADVOCACY**

- Touchpoints: Social media, word-of-mouth, online reviews.
- Actions: Shares positive experiences with friends and on social platforms; writes a review.
- Thoughts: "This fridge has truly improved my family's meal planning."
- Feelings: Proud, enthusiastic.

## **Summary**

The user journey for Sarah highlights her initial curiosity and research leading to a purchase decision based on family needs. Her ongoing experience focuses on how the AI features enhance her daily life, while any support interactions impact her overall satisfaction. Ultimately, positive experiences lead to advocacy, showcasing the fridge's value in her household.