**\*PRODUCT DESIGN THINKING**

**\*QUANTUM UNIVERSITY**

**\*ASS NO.2 (TASK 2)**

**\*Create a user journey map**

# **TASK 02**

Create a user journey map

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **STAGES** | AWARNESS | CONSIDERATION | PURCHASE | RETENTION | ADVOCACY |
| GOALS & OBJECTIVES | INTRODUCE AI-POWERED FRIDGE FEATURES TO POTENTIAL BUYERS. | PROVIDE DETAILED INSIGHTS ON BENEFITS LIKE MEAL PLANNING AND ENTERTAINMENT | ENSURE SEAMLESS PURCHASE AND INSTALLATION | IMPROVE USER ENGAGEMENT WITH SMART FEATURES | ENCOURAGE USERS TO SHARE POSITIVE EXPERIENCES |
| TOUCH POINTS/CHANNELS | ONLINE ADS, SOCIAL MEDIA, TECH BLOGS | IN-STORE DEMOS, REVIEW VIDEOS, USER TESTIMONALS | E-COMMERCE SITES, RETAIL STORES, SALES REPRESENTATIVES | SMART NOTIFICATIONS, AI- POWERED RECIPE | SOCIAL MEDIA SHARING, ONLINE REVIEWS, WORD-OF- MOUTH |
| USER THOUGHTS & CONCERNS | “HOW WILL AI MAKE MY DAILY LIFE EASIER?” | “IS IT WORTH THE PRICE? HOW DOES IT COMPARE TO OTHER SMART FRIDGES?” | “WILL IT INTEGRATE WELL WITH MY KITCHEN AND SMART HOME SETUP?” | “Is it learning my preferences correctly? Is it useful every day?" | Should I recommend this to my friends and family?" |
| EMOTIONS | Curious – Excited about the AI possibilities | Interested – Comparing and evaluating features | Confident – Ready to buy and install | Satisfied – Enjoying convenience and AI features | Proud – Happy to share experience with others |

