

Here is a customer journey map for the smart home automation system:

Stage 1: Research and Planning
Touchpoint: Online research, social media, and word of mouth - **Action:** Learn about smart home automation systems and their benefits - **Emotion:** Curiosity and interest - **Pain Point:** Lack of knowledge and understanding of the technology

Stage 4: Remote Access and Control
Touchpoint: Mobile app and voice-controlled AI assistant - **Action:** Remotely access and control smart home devices - **Emotion:** Convenience and empowerment - **Pain Point:** Connectivity issues and voice command limitations

Pain Point: Technical issues and support response time
This customer journey map highlights the various stages and touchpoints that a customer may experience when using a smart home automation system. It identifies pain points and areas for improvement, providing a foundation for designing a more effective and user-friendly system.

Stage 3: Real-time Monitoring and Alerts
Touchpoint: monitoring Mobile app and AI-based system - **Action:** Receive real-time alerts and monitoring updates **Emotion:** Peace of mind and sense of security - **Pain Point:** False alerts and notification fatigue