#### 2.Awareness -**Discovering SmartFit** Band

Text: "An Al-powered fitness tracker that adapts to your lifestyle!" Thoughts: "This could be the perfect tool to help me stay on track."

#### 3.Consideration -**Researching Features**

Text: "SmartFit Band offers personalized workout plans, heart rate tracking, and real-time coaching." **Thoughts:** "I love how it customizes workouts based on my daily activity!"

#### 1.Introduction - Meet **Alex**

Text: "Alex wants to stav fit, but work and life always get in the way." **Thoughts:** "I wish I had a smart way to track my workouts and stay motivated.

### 4.Purchase -**Decision Time**

**Text:** "Limited-time offer: Get 20% off your first SmartFit Band!"

**Thoughts:** "This is a great deal, let's do it!"























### 8.Advocacy -**Recommending to Friends**

**Text:** "This band has changed how I work out. You should try it too!" Thoughts: "I'm glad I found something that truly helps me stay active."

# 7.Retention -**Motivated & Engaged** Text:

"Congratulations! You've hit your activity goal for the week!"

**Thoughts:** "This is keeping me accountable. I love it!"

# 6. Everyday Use -**AI-Powered Fitness**

Text: "Keep going, Alex! You're 500 steps away from your goal!" **Thoughts:** "This feels like having a personal coach on my wrist."

#### 5. First Use - Setting Up the Device

**Text:** "Setup is easy—just connect to the app and start tracking instantly!"

**Thoughts:** "I'm excited to see how this improves my fitness routine."