

Task 2

<u>Stage</u>	Awareness	Consideration	Purchase	Retention	Advocacy
<u>Goals and Objectives</u>	<ul style="list-style-type: none"> - Discover innovative kitchen appliances - Learn about smart fridge capabilities 	<ul style="list-style-type: none"> - Evaluate features like AI recipe suggestions and 32-inch touchscreen - Assess compatibility with existing smart home devices 	<ul style="list-style-type: none"> - Acquire the fridge seamlessly - Ensure value for money 	<ul style="list-style-type: none"> - Fully utilize AI features - Keep the appliance updated 	<ul style="list-style-type: none"> - Share positive experiences - Recommend to others
<u>Touch Points/Channels</u>	<ul style="list-style-type: none"> - Social media ads - Tech blogs and reviews - Samsung's official website 	<ul style="list-style-type: none"> - In-store demos - YouTube reviews - Online forums 	<ul style="list-style-type: none"> - Online retailers - Samsung Experience Stores - Customer testimonials 	<ul style="list-style-type: none"> - Samsung customer support - User manuals - Software update 	<ul style="list-style-type: none"> - Social media posts - Word-of-mouth - Online reviews
<u>User Thoughts and Concerns</u>	<ul style="list-style-type: none"> - "A smart fridge could enhance my kitchen experience." - "How does it integrate with my current setup?" 	<ul style="list-style-type: none"> - "Will the AI features genuinely simplify meal planning?" - "Is the large display practical or just a gimmick?" 	<ul style="list-style-type: none"> - "Is this the best time to buy, or should I wait for a sale?" - "What if the AI features become obsolete quickly?" 	<ul style="list-style-type: none"> - "How do I maximize the AI capabilities?" - "Are software updates regular and beneficial?" 	<ul style="list-style-type: none"> - "My friends should know how this fridge has improved my cooking habits." - "Are there communities of users sharing tips?"
<u>Emotions</u>	Curious Intrigued	Interested Cautious	Excited Apprehensive	Satisfied Empowered	Proud Connected