Colleege Name - Lamrin Tech Skills University Punjab
Branch Name - Btech (Electrical Engineering)
Course Name - Design Thinking & Critical Thinking
Batch No - 2024
Presented By - Sudhir Bhardwaj
Roll No - 24100130006
Title - Creating a User Journey Map for an AI Fridge
Task No - #05
Date - 31/12/2024

Background

Sudhir bhardwaj 30 years old

Busy proffesional who wants quick meal ideas.

Sudhir buys an AI smart hub fridge for his family.

	Awareness	Purchase	Onboarding	Usage	Feedback
User actions	Watches ads and reads reviews.	Visits stores and online platforms.	Unboxes the fridge and install the app and connects it to WI-FI.	Checks energy usage.	Shares feedback.
Expectations	Clear understanding of the AI features.	Affordable pricing.	Easy setup process and quick start guide.	Accurate tracking and helpfull suggestions.	Quick response and continuous updates.
Emotions	🤩	🥹	😬	😌	😄
Pain points	Misleading information.	Difficulty understanding the value of AI.	Complicated installation and connectivity issues.	Inaccurate inventory updates and unwanted recipe suggestions.	Slow customer service and ignored feedback.
Possible solutions	Use simple and clear ads or highlight real users.	Provide detailed features breakdown.	Provide 24/7 support and include video tutorials.	Regular software updates.	Implement AI chatbox for instant support.