Task-5

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The Journey Map for an AI Fridge Eperience(Hyderabad)

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Stage	Goals and Objectives	Touchpoints/Channels	User Thoughts and Concerns	Emotions
Awareness	Discover AI Fridge and its potential benefits.	Social media ads (targeted towards working professionals/families in Hyderabad), online reviews (local blogs, Hyderabad-specific forums), word-of-mouth (friends, family).	"Is this really worth the hype? Does it actually save time? Can it handle Indian cooking?"	Curious, skeptical, intrigued.
Consideration	Explore options, compare models, assess features.	Manufacturer websites (Samsung India), online retailers (Amazon India, Flipkart), local electronics stores (Hyderabad), consumer reports, demos (if available in Hyderabad).	"Which model fits my needs and budget? Is the AI accurate? Will it integrate with local	Excited, overwhelmed, hesitant.

	features.	available in Hyderabad).	with local grocery services?"	
Purchase	Buy and set up the system.	E-commerce platforms, retail stores (Hyderabad), delivery and installation services, setup guides (English and Telugu).	"Will it fit in my kitchen? Is the installation process easy? Will I understand all the features?"	Anticipation, mild worry, excitement.
Retention	Engage with and explore more features and content.	App store (for companion app), software updates, online tutorials (YouTube, Samsung support), community forums (online groups for AI Fridge owners in India).	"What else can this fridge do? Are there new features? How can I optimize its use?"	Joy, curiosity, loyalty (if positive experience).
		Social media (posting photos	"This fridge is a game-changer!	

Advocacy	Share experiences, encourage others, upgrade hardware.	Social media (posting photos of meals, sharing recipes), online reviews, word-of-mouth (friends, family in Hyderabad), local community groups (apartment complex groups, parenting groups).	"This fridge is a game-changer! Everyone should get one. I can't wait for the next generation with even more features."	Pride, enthusiasm, satisfaction.

Key Changes and Hyderabad Context:

- **Awareness:** Added channels specific to Hyderabad, like local blogs and word-of-mouth within the community.

- **Consideration:** Emphasized the importance of local retailer availability and language options.

- **Purchase:** Highlighted the need for Telugu setup guides in addition to English.

- **Retention:** Included community forums and online groups specific to India and potentially Hyderabad.

- **Advocacy:** Added local community groups (apartment complexes, parenting groups) as channels for sharing experiences.