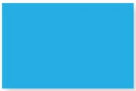


USER JOURNEY MAP

- Create a journey map based on observations, interviews, or persona work, or co-create it with your user.
- Use this template to think about the steps or milestones of a process or experience and how each one of these impacts your user.



JOURNEY NAME & DESCRIPTION



EARLY INSIGHTS

- What do you believe this tells us about what matters to people?
 - Why do you think these things are happening?
- "I wonder if this means that ____ (persona / character) wants ____ (action/situation) because ____ (aim, need, outcome) but ____ (restriction, obstacle, friction)"

PHASES



DOING

The key steps or milestones that make up the journey

Awareness & Research

Discovering the smart fridge through ads, reviews, and word-of-mouth.

Purchase & Delivery

Comparing models, making a purchase, scheduling delivery.

Unboxing & Installation

Receiving the fridge, unboxing, installing it in the kitchen.

Initial Setup & Connectivity

Powering on, connecting to Wi-Fi, setting up the Samsung account, linking with SmartThings.

Personalization & Smart Integration

Customizing settings, syncing calendars, setting preferences for AI food tracking.

Food Inventory & Meal Planning

Using Vision AI for food tracking, setting expiration reminders, exploring recipe suggestions.

Smart Home Control & Entertainment

Using the touchscreen for streaming, controlling smart home devices, checking weather updates.

AI Enhancements & Customization

Trying AI-generated wallpapers, setting up auto-adjusting temperature controls, using voice commands.

Maintenance & Troubleshooting

Receiving maintenance alerts, replacing filters, contacting support when needed.

Long-Term Usage & Upgrades

Evaluating long-term performance, considering software updates or future models.

THINKING

What is going through the user's mind?

"Do I need a smart fridge?" "What are the benefits compared to a regular fridge?"

"Is this fridge worth the price?" "Will it fit in my kitchen?"

"I hope everything works smoothly." "Is the installation process easy?"

"Is this process intuitive?" "Will it integrate well with my other devices?"

"Can I make this fridge truly mine?" "How much automation do I need?"

"How accurate is the food tracking?" "Will this really help me reduce food waste?"

"This is a great central hub for my kitchen!" "Will I actually use these features daily?"

"How advanced is the AI?" "Does it really learn my habits over time?"

"How long will this fridge last without issues?" "Is customer support responsive?"

"Is this fridge still worth it after months/years?" "Will Samsung provide long-term updates?"

FEELING

Emotional journey (use icons & illustrations from the Library)

POSITIVE



Curious but unsure about the investment.

Excited but concerned about logistics.

Eager but possibly overwhelmed.

Optimistic yet slightly apprehensive.

Excited about customization but needing guidance.

Impressed but evaluating usefulness.

Delighted but assessing long-term utility.

Intrigued and excited by innovation.

Reassured but cautious about future reliability.

Satisfied if the product remains functional, but considering upgrade paths.

NEGATIVE

