# **Daily Interaction**

- Food Management: The Al Vision Inside feature automatically identifies and tracks up to 33 different food items stored in the refrigerator.
   Users receive notifications about expiration dates and can manage their inventory through the Family Hub display.
- Recipe Recommendations: Based on the available ingredients, the refrigerator suggests personalized recipes, helping users plan their meals efficiently.
- Entertainment and Connectivity: Users can stream music, watch videos, and access social media directly from the 32-inch touchscreen display, enhancing their kitchen experience

### **Advanced Features**

- Smart Home Integration: The refrigerator serves as a central hub for controlling other smart appliances, such as adjusting the thermostat or monitoring security cameras, all from the Family Hub interface.
- Al-Powered Meal Planning: With the integration of Samsung Food, users receive Al-powered meal planning and cooking experiences, including personalized recipes and grocery management.

# Purchase Decision Evaluation: Potential buyers compare the Al Family Hub with other smart refrigerators, considering factors like Al integration, design, and compatibility with their smart home ecosystem. Purchase: After thorough evaluation, users decide to purchase the refrigerator through online platforms or authorized retailers.

# Delivery and Installation: The refrigerator is delivered and installed in the user's home by professionals, ensuring proper setup and connectivity. Initial Setup: Users connect the refrigerator to their Wi-Fi network and integrate it with their

existing smart home devices using the

SmartThings app.

Installation and Setup

### **Awareness and Research**

Discovery: Users become aware of the AI Family Hub refrigerator through various channels such as online articles, advertisements, or word-of-mouth recommendations.
Research: Interested individuals seek more information about the refrigerator's features, benefits, and pricing. They visit Samsung's official website, read reviews, and watch product demonstrations to understand its capabilities.

Maintenance and Support
 Proactive Alerts: The refrigerator sends notifications for maintenance needs, software updates, or potential issues, allowing users to address them promptly.
 Customer Support: Users can access Samsung's customer support directly through the refrigerator's interface or via the

SmartThings app for any assistance.

# **Continuous Engagement**

- Software Updates: Samsung provides regular updates to enhance functionality, security, and introduce new features, ensuring the refrigerator evolves with user needs.
- User Feedback: Through the SmartThings app, users can provide feedback on their experience, contributing to future improvements and personalized services.