




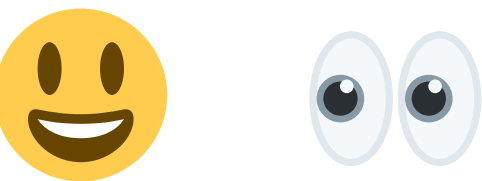







USER JOURNEY MAP

Created by group 6

Frame 1

STAGES	ACTIONS	CUSTOMER GOALS	PAIN POINTS	TOUCH POINTS	EMOTIONS
• REASEARCH AND AWARENESS	• Discovering Smart Home Solutions through targetted ads,articiels and reviews	• Understand AI powered automation benefits and find a comprehensive Smart Home Solutions	• Difficulty in Managing multiple Smart devices • Concerns about home security desire for convinience and automation	• Do online reasearch ,Social media reasearch etc . • Hear reccomendations from friemds,family,neighbours etc.	
• CONSIDERATION AND EVALUATION	• Reading about the features of AI powered monotoring,app interface,voice control and reviewing testimonals.	• Find the Smart Home Automaisation System	• Confusiom over which device work together.	• COMPANY WEBSITE	
	• Trying out the Demo of the product .	• Understand AI powered features.	• Fear about the technology being difficult to set up or use	• PRODUCT DEMO	
	• Asking the customers about the specific needs pf thr products .	• Cheap in cost and durable.	• Concerns about the compatibility with existing devices and system performance.	• CUSTOMER REVIEWS	
• PURCHASE AND INSTALLATION	• Final purchase decision made on website or app ,selecting LOT devices and AI integration options .	• Seamless installation experience	• Integration with the existing devices	Mobile app guidance and customer support .	
	• Receiving thr peoducts in store or delivered at home .	• Understand AI powered features and ensures that AI powered features work smoothly	• Reduction of installation complexity .	• Online tutorial and online support, sevicees	
• ONBOARDING AND CONFIGURATION	• Configuring voice assistant like alexa etc for seamless voice control.	• Cheap in cost and better understanding os AI features.	• Setting up AI powered features .	• Voice controlled AI asiistant.	
	• Customising automation rules	• Easily configure the system.	• Integrating with the existing devices	• Mobile app interface	
• USAGE AND EXPLORATION	• Daily use of the app to control Smart devices remotely.	• Master AI poweed features in less cost .	• App lay or creashes and oersettings.	• Online communication forums.	
	• Monitoring home security through AI based alerts .	• Optimize Smart Home Setting.	• False alerts,concerns over AI's ability to distinguish real threats	• Mobile app interface and voicxe co ntrolled AI assistant.	
• SUPPORT AND MAINTAINENCE	• Reeive software updates to improve performance and add new features .	• Reliable system performance	• Delay in updates concerns about updates causing other issues.	• Automated system updates.	
	• Reaching out for help with trouble shooting .	• Prompt suppourt.	• Long wait times,un helpful suppourt response and difficulty in trouble shooting remotely.	• Custom suppourt Team and online customer Suppourt Service.	