	Awareness	Consideration	Purchase	usage	support
user actions	Sees advertisements on social media and TV  Reads articles and reviews about smart fridges.	Visits the Samsung website to explore features  Compares with other smart fridges on the market	Decides to buy the fridge online or in-store  Completes the purchase and schedules delivery	Unboxes and sets up the fridge.  Explores features like meal planning and inventory tracking	Encounters a technical issue or has questions  Contacts Samsung support for assistance
emotions	Social media ads, TV commercials, online articles  Tech blogs, review sites, influencer posts	Samsung website, product comparison sites  Online reviews, forums, and user testimonials	Samsung online store, Best Buy, local appliance stores  E-commerce platform, confirmation emails	User manual, setup app, Samsung SmartThings app  Enjoying the convenience and organization	Customer support hotline, online chat, FAQs  Samsung support website, community forums
touch-points	Curious about new technology  Excited about the potential benefits	Evaluating if it fits her lifestyle  Analyzing pros and cons	Looking forward to the new empliones	Overwhelmed by the setup process but eager to start  Enjoying the convenience and organization	Frustrated but hopeful for a solution  Appreciates quick and helpful responses

Type something