Task 5

| **Stage** | **Touchpoints** | **Customer Goals** | **Customer Actions** | **Pain Points** | **Opportunities for Samsung** |
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| **1. Awareness** | - Online ads (social media, Google) - Word of mouth - In-store displays - Reviews (YouTube, blogs) - Samsung website | - Learn about the fridge’s features and benefits - Determine if it fits their needs (AI, food tracking, etc.) | - Browsing Samsung website or online retailer platforms - Watching videos or reading reviews - Visiting stores | - Overwhelming amount of information - Uncertainty about how AI features will fit into their routine | - Provide clear, concise descriptions online - Feature real-world use cases in videos - Focus on ease of use |
| **2. Consideration** | - Retail stores - Samsung customer support - Comparison websites - Influencer/YouTube reviews | - Assess fridge value vs price - Compare with other models - Evaluate smart home integration | - Comparing models, prices - Asking sales reps about features - Reading in-depth reviews | - High price of AI-enabled models - Confusion about AI functionality - Uncertainty over tech integration | - Offer financing or trade-in programs - Provide guides on how AI works - Emphasize ease of integration |
| **3. Purchase** | - Samsung website - Online marketplaces - Physical stores - Delivery service | - Complete purchase quickly - Ensure best deal (price, shipping) - Confirm product specifications | - Deciding on the model - Finalizing purchase online or in-store - Scheduling delivery and installation | - Delivery/installation fees - Stock or shipping delays - Complex checkout process | - Offer free/discounted delivery - Simplify online checkout - Provide personalized promotions |
| **4. Post-Purchase** | - Samsung support (customer service, app) - Samsung app (AI fridge management) - Tutorials, FAQs | - Set up and connect fridge - Understand how to use AI features (inventory tracking, notifications) | - Setting up fridge - Connecting to Wi-Fi and devices via app - Reaching out to support for help | - Difficulty with initial setup - Issues with voice control or AI features - Limited support during setup | - Provide easy-to-follow setup guides - 24/7 customer support - Community for troubleshooting |
| **5. Loyalty & Advocacy** | - Loyalty programs - Social media (Instagram, Twitter) - Customer follow-up - Product updates via app | - Stay satisfied with fridge - Share positive experience with others - Stay updated on new features | - Sharing experiences on social media - Referring friends - Engaging with Samsung promotions and updates | - Lack of firmware update understanding - Desire for new AI features not on current model | - Create loyalty programs for referrals - Regular software updates - Encourage community engagement |