

Awareness

Consideration

Purchase

RETN

Advocacy

Goals	User becomes aware of the AI Fridge through online articles, social media posts, or advertisements.	The user begins to research more about the AI Fridge, comparing it with other smart fridge options on the market.	After careful consideration, the user decides to purchase the AI Fridge from a reputable retailer or directly from the manufacturer's website.	Upon receiving the AI Fridge, the user sets it up according to the instructions provided.	Impressed by their experience with the AI Fridge, the user shares their positive feedback with friends, family, and colleagues.
Touchpoints/channels	Online Article: Users come across an article on tech websites like The Verge discussing Samsung's latest AI Family Hub smart fridge features for 2024.	Interested users start researching more about the AI-Fridge. They visit Samsung's website to explore detailed specifications, watch demo videos, and read user reviews.	After thorough research and consideration, users decide to purchase the AI-Fridge.	Upon receiving the AI-Fridge, users follow the setup instructions provided in the manual or through a dedicated app. They connect the fridge to their home Wi-Fi network and customize settings according to their preferences.	Positive Experience Sharing: Impressed by the AI-Fridge's performance and features, users share their positive experience with friends, family, and online communities through word of mouth, social media posts, and product reviews.
User thoughts & concern	Curiosity about new technological advancements in home appliances. Interest in understanding how AI can enhance the functionality of a fridge.	Researching to understand the specific features and benefits of the AI-Fridge. Comparing with other smart fridges in terms of price, features, and reliability.	Deciding whether the investment in the AI-Fridge aligns with their lifestyle and needs. Evaluating financing options and warranty coverage.	Adjusting to the new features and functionalities of the AI-Fridge. Concerns about data privacy and security, especially with AI-powered devices.	Sharing positive experiences with friends and family, highlighting the value and convenience of the AI-Fridge. Addressing any concerns or criticisms raised by others considering a similar purchase.
Emotions	Users may feel intrigued by the idea of an AI-powered fridge and want to learn more about its features and capabilities.	As users delve deeper into researching the AI-Fridge, they may develop a growing interest in its potential benefits and how it could streamline their daily routines.	Upon deciding to purchase the AI-Fridge, users may feel confident in their choice, believing that it will enhance their home living experience.	Users who successfully integrate the AI-Fridge into their daily routines and experience its benefits may feel a sense of satisfaction and fulfillment.	Satisfied users may feel enthusiastic about sharing their positive experiences with others, advocating for the AI-Fridge and its capabilities.
Possible solutions	Launch targeted online advertising campaigns on platforms like Google Ads and social media to reach users interested in smart home technology.	Provide comprehensive product information on the company website, including detailed specifications, FAQs, and comparison charts with other smart fridges.	Simplify the online purchasing process with a user-friendly interface, secure payment options, and transparent shipping and return policies.	Develop a dedicated mobile app for the AI-Fridge with features like remote monitoring, recipe suggestions, and firmware updates.	Encourage satisfied customers to share their experiences on social media and review platforms like Yelp and Trustpilot.



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