USER JOURNEY MAP

- Create a journey map based on observations, interviews or persona work, or co-create it with your user.
- Use this template to think about the steps or milestones of a process or experience and how each one of these impacts your user.

JOURNEY NAME & DESCRIPTION

User Journey Map for Samsung AI Family Hub Refrigerator

This journey map outlines the user experience with the Samsung AI Family Hub Refrigerator, highlighting key interactions from discovery to long-term engagement. It covers how users explore, purchase, set up, and use AI-powered features like food inventory management, meal planning, grocery ordering, and smart home integration. The goal is to identify user expectations, emotions, and potential pain points to enhance the overall experience

EARLY INSIGHTS

- What do you believe this tells us about what matters to people?
- Why do you think these things are happening?

"I wonder if this means that _____ (persona / character) wants _____ (action/situation) because _____ (aim, need, outcome) but _____ (restriction, obstacle, friction)."

PHASES →	Phase 1: Awareness	Phase 2: Research & Comparison	Phase 3: Decision-Making	Phase 4: Purchase & Delivery	Phase 5: Initial Setup	Phase 6: Exploring Features	Phase 7: Daily Use & Integration	Phase 8: Troubleshooting & Learning	Phase 9: Long-Term Usage & Adaptation	Phase 10: Advocacy & Recommendation
DOING The key steps or milestones that make up the journey	- Notices ads or social media posts about smart fridges. - Reads tech news about Samsung AI Family Hub. - Discusses with family about upgrading the fridge.	- Compares Samsung AI Fridge with competitors. - Watches YouTube reviews and reads online ratings. - Checks compatibility with existing smart home devices	- Visits a physical store to see the fridge in action. - Asks sales representatives about features. - Looks for discounts or financing options	- Orders the fridge online or in-store. - Schedules delivery and installation. - Receives product and ensures no damage.	- Connects the fridge to Wi-Fi and SmartThings app. - Creates a Samsung account. - Configures touchscreen and AI-generated wallpapers.	- Sets up food inventory tracking. - Tries AI-powered recipe suggestions. - Syncs grocery list with Samsung Food and Instacart.	- Uses AI to plan meals based on available ingredients. - Controls other smart home devices via Family Hub screen. - Orders groceries automatically when supplies run low.	- Faces minor issues (Wi-Fi disconnects, AI misidentifying food). - Checks Samsung support and community forums. - Installs software updates to improve AI performance.	- AI learns user preferences over time. - Gets personalized recipe suggestions. - Uses smart energy-saving features.	- Shares experiences on social media. - Recommends the fridge to friends and family. - Continues using advanced AI features.
TOUCHPOINT What part of the service do they interact with?	- Social media ads - Tech websites - Word of mouth	- YouTube reviews - Samsung website - Store brochures	- Physical stores - Sales representatives - Online customer reviews	- E-commerce sites - Samsung store - Customer support for delivery tracking	- Samsung SmartThings app - Installation guide - Customer support	- AI-powered recipe suggestions - Voice assistant - Digital screen controls	- Instacart & Samsung Food integration - Smart home ecosystem (Alexa, Google Assistant) - Family Hub touchscreen	- Samsung support forums - Software updates - Customer service	- Energy efficiency reports - Personalized recommendations - Monthly software updates	- Social media posts - Word of mouth - Online product review
THINKING What is going through the user's mind?	"Do I really need a smart fridge?" "How can AI improve my kitchen experience?	"Is this worth the high price?" "Will it work with my other smart home gadgets?"	"This looks great, but is it really necessary?" "Will my family actually use the smart features?"	"I hope everything arrives on time!" "Will the setup be complicated?"	"I hope this is easy to set up." "How do I customize this to my needs?"	"This is so cool!" "Will AI really make my grocery shopping easier?"	"This is actually making life easier!" "Can I fully rely on AI for meal planning?"	"Why is it not recognizing all my groceries?" "I hope future updates fix this issue."	"This fridge actually knows what I like!" "I barely need to manage groceries manually now!"	"Everyone should have this fridge!" "I can't imagine my kitchen without AI now!"
FEELING Emotional journey (use Icons & Illustrations from the Library)	🤔 Curious but unsure.	🧐 Interested but skeptical.	😬 Conflicted but leaning towards buying.	😊 Excited but slightly anxious.	🤩 Excited and engaged.	😀 Impressed but testing.	😊 Comfortable and engaged.	😬 Slightly frustrated but hopeful.	🤩 Satisfied and impressed.	🤗 Happy and loyal to the product.

POSITIVE 👍

NEGATIVE 👎