

# **User Journey Map: Samsung AI- enabled Smart Fridge with Recipe Design**

## **1. Awareness Stage**

Goal: Discover the AI-enabled smart fridge and its capabilities.

### **Touchpoints:**

- Marketing Campaigns (TV ads, social media, online ads)
- Retail Store Displays
- Word of Mouth (friends, family, influencers)
- Website & Online Reviews
- Product Launch Events

### **User Thoughts & Emotions:**

- Curious about new technology
- Excited about convenience and innovation
- Skeptical about how well it works in real life

### **Pain Points:**

- Overwhelmed by the idea of AI-powered technology
- Unsure about the price or necessity of such a smart device

**Opportunities:**

- Provide clear demonstrations of the fridge's features and benefits (videos, in-store demos)
- Highlight how it simplifies daily life (e.g., helping with meal planning, reducing food waste)

## **2. Consideration Stage**

Goal: Research and evaluate if the AI-powered fridge meets their needs.

**Touchpoints:**

- Website Product Pages (detailed product specs, features, benefits)
- YouTube Reviews (unboxing and feature walkthroughs)
- Customer Reviews & Testimonials
- Sales Representatives
- Comparison Websites (comparing with other smart fridges)

**User Thoughts & Emotions:**

- Interested in how the AI can design recipes based on dietary needs
- Considering how it will fit into their lifestyle and kitchen setup
- Evaluating whether the price is worth the technology

**Pain Points:**

- Confused about how the AI will determine dietary needs
- Concerned about the learning curve or how much effort is required to set up
- Worry about potential technical issues with the AI or compatibility with other smart devices

**Opportunities:**

- Offer easy-to-understand FAQs and feature walkthroughs

- Provide a demo version of the fridge's app to explore AI recipe design capabilities
- Include a 30-day return policy or trial period for peace of mind

### 3. Purchase Stage

Goal: Make a decision to buy and finalize the purchase.

**Touchpoints:**

- Online Store (Samsung/Best Buy/Amazon)
- In-store Experience
- Sales Representatives
- Delivery & Setup Service

**User Thoughts & Emotions:**

- Excited to try the latest tech
- Hopeful that it will simplify meal planning and fit well in the kitchen
- A bit anxious about the cost and installation process

**Pain Points:**

- Decision fatigue due to many options (size, color, price)
- Concerns about delivery and setup (how long will it take, ease of use)
- Uncertainty about the actual usability of the AI features

**Opportunities:**

- Ensure a seamless and quick purchase experience (online checkout, easy shipping options)
- Provide an easy-to-understand installation guide or assistance
- Offer personalized discounts or bundles (e.g., fridge + recipe app subscription)

### 4. Onboarding/Setup Stage

Goal: Set up the fridge and begin using AI recipe design.

**Touchpoints:**

- Smartphone App (fridge pairing, account setup)
- In-fridge Interface/Touchscreen (for initial setup)
- Manual/Online Support
- Setup Assistance (if needed)

**User Thoughts & Emotions:**

- Curious but potentially frustrated by the setup process
- Hopeful that the AI will work as expected and make meal planning easier

**Pain Points:**

- Complexity in syncing the fridge with the app or other devices
- Difficulty understanding how to input dietary preferences or food restrictions
- Confusion about how to use the recipe design features

**Opportunities:**

- Offer easy-to-follow video tutorials and setup guides
- Provide a quick-start guide or checklist in the box
- Implement a hands-on onboarding experience that helps users customize their fridge's settings

## 5. Daily Use Stage

Goal: Use the fridge regularly, take advantage of the AI's recipe suggestions, and monitor food inventory.

**Touchpoints:**

- Smartphone App (recipe suggestions, grocery inventory, meal planning)
- Fridge's Built-in Screen/Voice Assistant (AI-generated recipes, notifications)
- Push Notifications (reminders for using ingredients before they expire)
- Recipes and Nutritional Information (on the app or fridge screen)

**User Thoughts & Emotions:**

- Grateful for meal suggestions based on personal preferences
- Interested in tracking nutritional values
- Potentially overwhelmed by too many suggestions or options

#### **Pain Points:**

- Fridge's AI might sometimes suggest recipes that don't align with the user's actual tastes
- Recipe design feature might not always be perfect due to dietary preferences not being fully understood
- Ingredient tracking or AI suggestions might require manual input

#### **Opportunities:**

- Continually improve the AI's recipe recommendations with user feedback
- Allow for easy customization of preferences in the app (e.g., avoid certain ingredients, focus on certain cuisines)
- Provide regular updates with new recipe ideas or seasonal suggestions

## **6. Long-term Engagement Stage**

Goal: Continue to use the fridge, enjoy the benefits of tailored meal planning, and integrate the AI into daily life.

#### **Touchpoints:**

- App Updates (new recipe collections, improvements to AI)
- Push Notifications (recipes, reminders, expiring food)
- Fridge Interface (meal reminders, AI suggestions)
- Customer Support & Community (online forums, tech support)

#### **User Thoughts & Emotions:**

- Enjoying convenience, feeling healthier with diet tracking
- Impressed by the ongoing improvements of the AI
- May feel a sense of attachment to the fridge due to its personalized functionality

#### **Pain Points:**

- Over time, the novelty may wear off, and the user might want more advanced features
- Concerns over AI accuracy or reliance on tech in the long term

#### **Opportunities:**

- Provide ongoing product updates, new recipes, and personalized diet features
- Offer exclusive content, tips, or rewards for long-term customers
- Improve the AI over time to refine recipe suggestions based on user feedback

## **Key Touchpoints Summary:**

- Fridge's Screen & App: For recipe suggestions and customization.
- Grocery List & Inventory Management: For tracking ingredients and helping reduce waste.
- Customer Support & Tutorials: For assistance during setup and troubleshooting.
- Ongoing Updates: For improving the AI's capabilities and introducing new features.

This user journey map outlines how Samsung's AI-enabled smart fridge could revolutionize meal planning, offering personalized recipes that evolve with the user's needs and preferences.