**TASK - 5**

**User Journey Map: Samsung AI-Enabled Smart Fridge**

**1. Awareness:**

* **Trigger:** The user becomes aware of the need for a more organized and efficient kitchen experience, possibly through advertisements, online articles, or word-of-mouth about smart home innovations

**2. Consideration:**

* **Research:** The user explores various smart refrigerators, comparing features, reviews, and prices. They learn about the Samsung AI-enabled smart fridge's capabilities, such as internal cameras that identify food items and the Samsung Food app that suggests recipes based on available ingredients
* **Evaluation:** The user assesses how the fridge's features align with their needs, considering factors like dietary preferences, integration with other smart home devices, and overall convenience

**3. Decision:**

* **Purchase:** Convinced by the benefits, the user decides to purchase the Samsung AI-enabled smart fridge

**4. Onboarding:**

* **Installation:** The fridge is delivered and installed in the user's kitchen.​
* **Setup:** The user connects the fridge to their Wi-Fi network, downloads the Samsung Food app, and links it to their Samsung Health profile to tailor recipes based on dietary needs
* **Personalization:** The user sets dietary preferences (e.g., gluten-free, vegan) and manually enters any additional food items and their expiration dates that the internal camera might not recognize

**5. Usage:**

* **Daily Interaction:**
  + **Food Management:** The internal camera identifies up to 33 food items, allowing the user to keep track of what's inside the fridge
  + **Recipe Suggestions:** The Samsung Food app suggests recipes based on the current inventory and the user's dietary preferences
  + **Health Integration:** The app syncs with Samsung Health to recommend meals that align with the user's health goals
  + **Entertainment:** The 32-inch Family Hub touchscreen allows the user to mirror their Galaxy phone display, watch TikTok and YouTube videos, and access other entertainment apps

**6. Maintenance:**

* **Notifications:** The fridge sends alerts for expiring items, prompting the user to use them before they go bad​
* **Software Updates:** The user receives periodic firmware updates that enhance functionality and security
* **Cleaning and Upkeep:** Regular cleaning of the internal camera and touchscreen ensures optimal performance

**7. Advocacy:**

* **Sharing Experience:** Satisfied with the fridge's performance, the user shares their positive experiences with friends and family, possibly through social media or word-of-mouth
* **Feedback:** The user provides feedback to Samsung, contributing to future product improvements