		Awareness	Consideration	Purchase	Onboarding	Advocacy
Sticky notes	User actions	Aware of the fridge through marketing marerials.	User researches about other frides and compare it.	user decides to purchase the fridgew onlline or in store .	setup the fridge and connect it to the wifi network.	Shares positive experiences, tips, advices.
	Touchpoints	Advertisements, social media, in-store demos.	comparision sites , retail stores , youtube demos.	Retail stores , e-coimmerce websites.	user manuals , delivery times	Social media , product forums .
	Emotions					
	Pain points	Understanding of AI benefits; cocerns abouit price.	Confusion about setup and reliability.	installation complexities.	Connectivity issues.	if it is not perform well user may share negative fedback.
	Possible solutions	Educative marketing,Interactive Demos. Type something	Real-life use cases,Comparision checker	Transparent Delivery process, satisfaction guarantee.	Guided setup, 24\7 support.	Communicaty Engagement, Proactive Outreach.