

# USER JOURNEY MAP

## Stage 1 Awareness

### Customer Action:

Learns about smart home systems via ads, blogs, or friends.

**Touchpoints:** Website, social media, YouTube demo, app store listing

**Pain Points:** Unsure about tech complexity and security

## Stage 2 Consideration

### Customer Action:

Compares systems, checks reviews, asks questions

**Touchpoints:** Product comparison pages, chatbot/FAQ, customer reviews

**Pain Points:** Concerns about cost, compatibility with existing devices

## Stage 3 Purchase

**Customer Action:** Buys system via website or retail

**Touchpoints:** E-commerce site, retail stores, app onboarding

**Pain Points:** Installation complexity

## Stage 4 Onboarding & Setup

### Customer Action:

Installs app, sets up devices, connects voice assistant

**Touchpoints:** Mobile app, in-box instructions, support chatbot

**Pain Points:** Difficulty syncing devices or customizing settings

## Stage 5 Usage

**Customer Action:** Uses voice and app to control home, receives alerts

**Touchpoints:** Mobile app, smart speakers, cameras

**Pain Points:** Notification fatigue, false alerts

## Stage 6 Emergency or Issue

**Customer Action:** Gets intrusion alert, uses panic button, calls for help

**Touchpoints:** Real-time alerts (app/SMS/email), emergency call button

**Pain Points:** System delay or unclear alert messages

## Stage 7 Loyalty & Advocacy

### Customer Action:

Recommends system, upgrades features, leaves review

**Touchpoints:** Referral program, feedback forms, feature updates

**Pain Points:** App or device bugs, lack of new features