User journey map of Samsung Ai -powered refrigerator.

6. Maintenance and Support
• **Touchpoint:** User receives alerts for software updates or maintenance needs. Enhanced Bixby can answer troubleshooting questions, such as explaining error codes or unusual noises.

7. Continuous Learning and Personalization
• **Touchpoint:** The fridge learns user preferences over time, offering more tailored recipe suggestions, meal plans, and grocery recommendations, enhancing the overall user experience.

5. Cooking Assistance
• **Touchpoint:** The fridge recommends recipes based on available ingredients and can preheat compatible Samsung ovens to the required temperature, enhancing cooking efficiency.

1. Awareness and Purchase
• **Touchpoint:** User learns about the AI capabilities of Samsung's Family Hub refrigerator through advertisements, online reviews, or in-store demonstrations.
• **Experience:** User is intrigued by features like AI-generated wallpapers, advanced meal planning, and integration with services like Instacart.

4. Grocery Management
• **Touchpoints:**
◦ **Food Inventory Tracking:** Internal cameras monitor the contents of the fridge, tracking items and their freshness.
◦ **Instacart Integration:** When running low on certain items, the fridge suggests additions to the user's Instacart shopping list, streamlining the replenishment process.

2. Installation and Setup
• **Touchpoint:** Professional installation or DIY setup at home.
• **Experience:** User connects the fridge to Wi-Fi, sets up their Samsung account, and familiarizes themselves with the touchscreen interface.

3. Daily Interaction
• **Touchpoints:**
◦ **AI-Generated Wallpapers:** User customizes the fridge's display by selecting themes and art styles, creating a personalized kitchen ambiance.
◦ **Meal Planning with Samsung Food:** User photographs ingredients using the Vision AI feature, which recognizes over 40,000 items, and receives recipe suggestions based on available ingredients.
◦ **Voice Commands with Bixby:** User interacts with the fridge using voice commands to set timers, play music, or inquire about the weather.