|  |  |  |  |
| --- | --- | --- | --- |
| Stage | User goals | *Touch points* | Pain points |
| Awareness | Learn more about refrigerators and find the best option compared to LG and Whirlpool. | Social media ads, advertisements, pamphlets, and YouTube reviews are all effective marketing strategies used to promote products and services. | Revealing more about technical terms in ads and limited access to trial experiences. |
| Consideration | Exploring unique features like AI food recognition by analyzing market demands. | Through the Samsung official website and online product comparison tools. | Challenges in comprehending how AI features function in everyday life. |
| Purchase | Providing simple financing options and warranty information. | Samsung showrooms and online platforms like Amazon, Flipkart, etc. | Choosing models and arranging delivery. |
| Setup | Simple and fast setup, integrating it with other smart devices. | Providing excellent customer service and offering user manuals in mobile apps. | Connecting with mobile app |
| Usage | Experience smart features such as voice command and touch screen. | Displaying the identified issues and providing additional AI suggestions. | Planning meals based on the items available inside. |
| Maintenance | Automatic daily software updates and easy access to cleaning. | Supporting Samsung services | Arrange repairs when necessary. |
| Advocacy | Sharing positive feedback with everyone. | Offering shopping coupons or cashback rewards on purchases. | Recommending to others. |