TASK-5 USER JOURNEY MAP FOR AI-FRIDGE

Background

Customer Persona:

Name:Divya Age:32

Scenerio:

*Problem:

Divya, a busy working emplyoee wants to maintain a healthy lifestle but she is busy with her scheduled work.

*Solution:

Divya checks about the AI-powered frige of samsung company through social media and she then checks the website of it and decides to by the product.

| | Awareness | Consideration | Purchase | Maintanance | Advocacy |
|--------------|--|---|---|---|-------------------------------------|
| User actions | Researching about the fridge, through reviews. | Researching, knowing from exsisting users or friends, comparing prices. | Selecting models, scheduling delivery. | Schedule repairs when needed. | Recommendation to others. |
| Touchpoints | Advertisements, pamplates, blogs. | Websites, recommendations. | Online store, showrooms. | Support services. | Through social media , surveys etc. |
| Emotions | | | | | |
| User Goals | Knowing about the refrigerator. | Comparing with other company refrigerators. | Buying the fridge seamlessly. | Keep the fridge running well as it runs continuously. | Share positive feedback. |