Topic name- Empathy Maps and User journey mapping

Task 07- User Journey map

Structural user journey map for the AI-Fridge

Persona- xyz(student)

Goal- efficiently manage groceries, meal planning, and family coordination using the AI-fridge

User journey map-

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stage | Actions | Thoughts | Pain points | Opportunities for AI fridge |
| 1. Awareness | Sees AI fridge add online | Could this save me on groceries? | Skeptical about AI usefulness | Highlight time-saving features in marketing |
| 1. Research | Read the verge article, checks specs | Smart grocery tracking sounds useful! | Worried about privacy/data security | Transparent data policies & demo videos |
| 1. Purchase | Buys fridge online | Hope setup is easy. | High cost, unsure of ROI | Offer installment plans + setup assistance |
| 1. Setup | Installs fridge, connects to apps | The touchscreen is huge. | Syncing with grocery apps is tricky | Auto-sync guides + troubleshooting chatbot |
| 1. Daily use | * Scans groceries via AI camera * Uses meal planner * Family leaves voice notes | Love the expiry alerts! | Forgets to update inventory manually | AI auto detect items + suggest recipes |
| 1. maintenance | Gets software update notification | New features? Hope it’s seamless | Bugs after update | Over the air patches + user feedback loop |

Key AI Features leveraged-

Smart grocery tracking, Meal planning, Family hub

Emotional journey-

Frustration(setup) 🡪 delight(daily use)🡪ongoing satisfaction(updates)

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